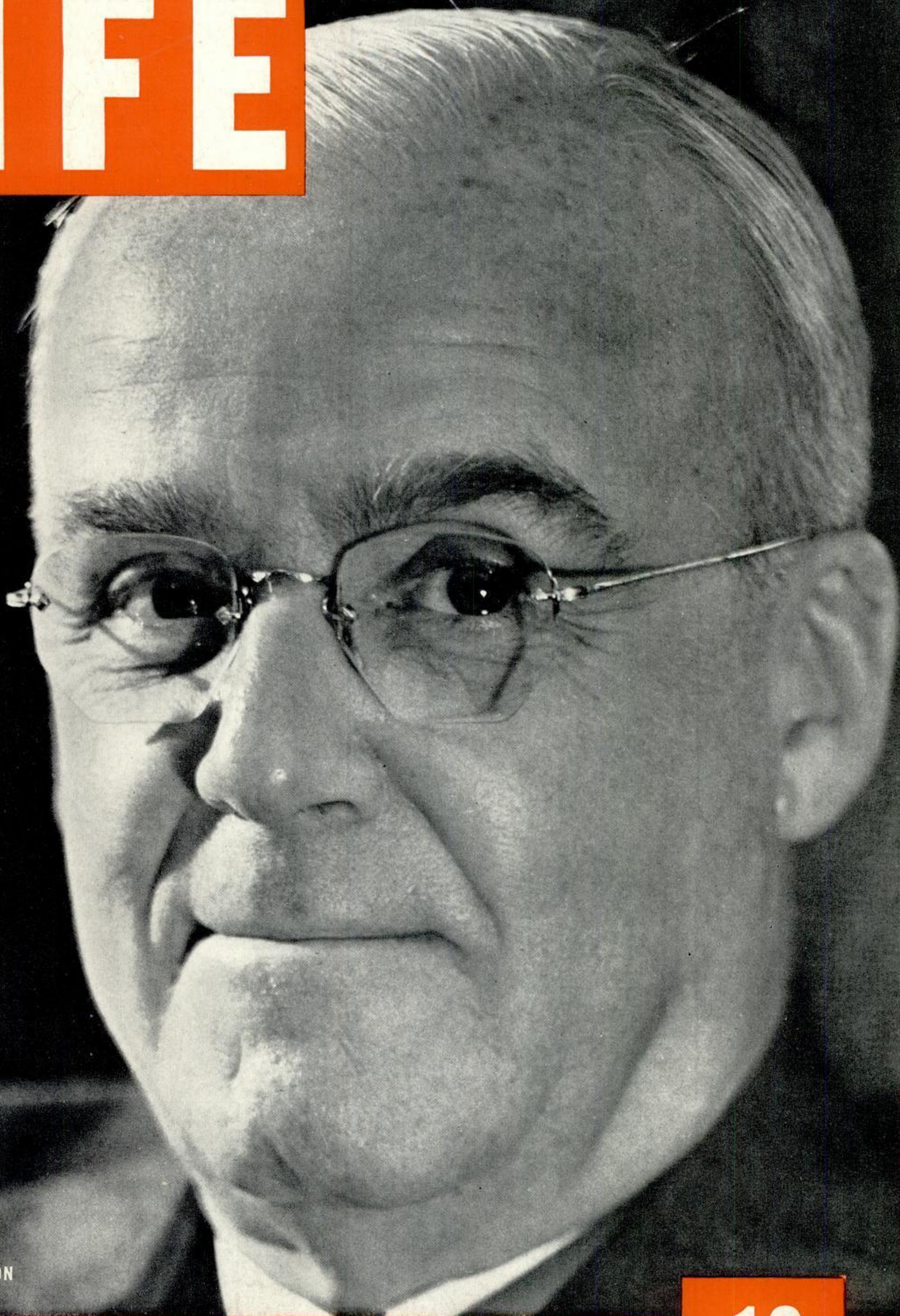


LIFE

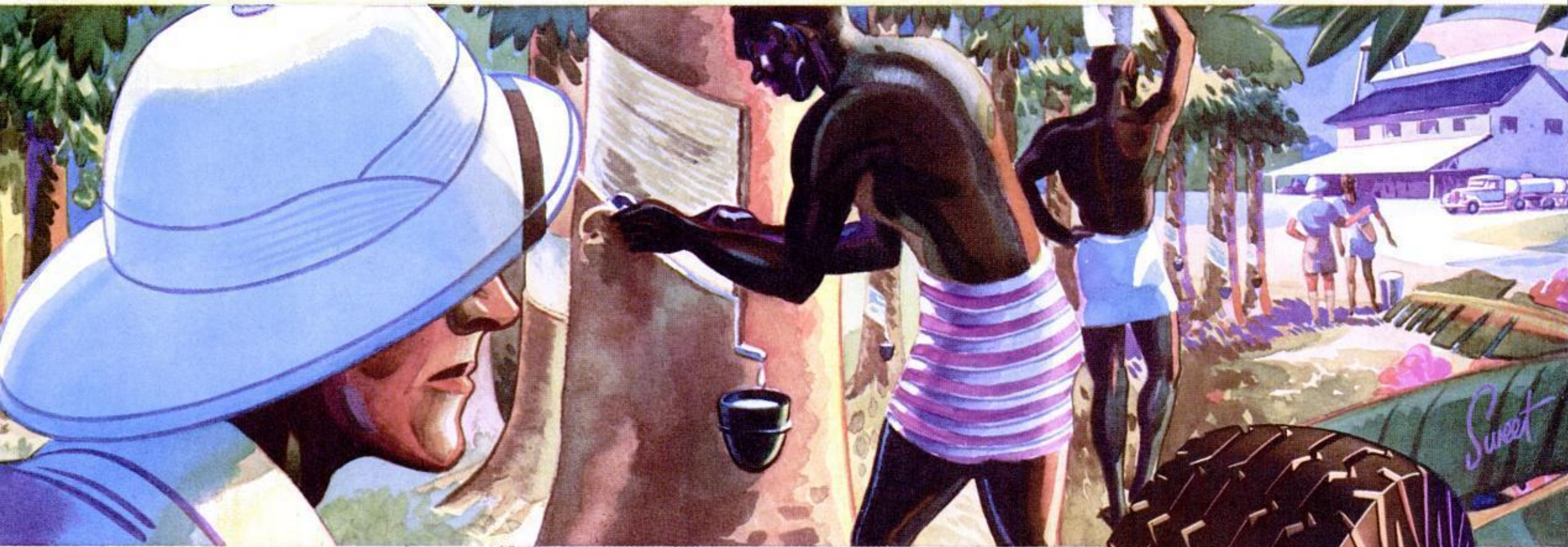


WEIR OF WEIRTON

SEPTEMBER 13, 1937

10 CENTS

HERE'S WHY FIRESTONE GIVES YOU *A Safer Tire*



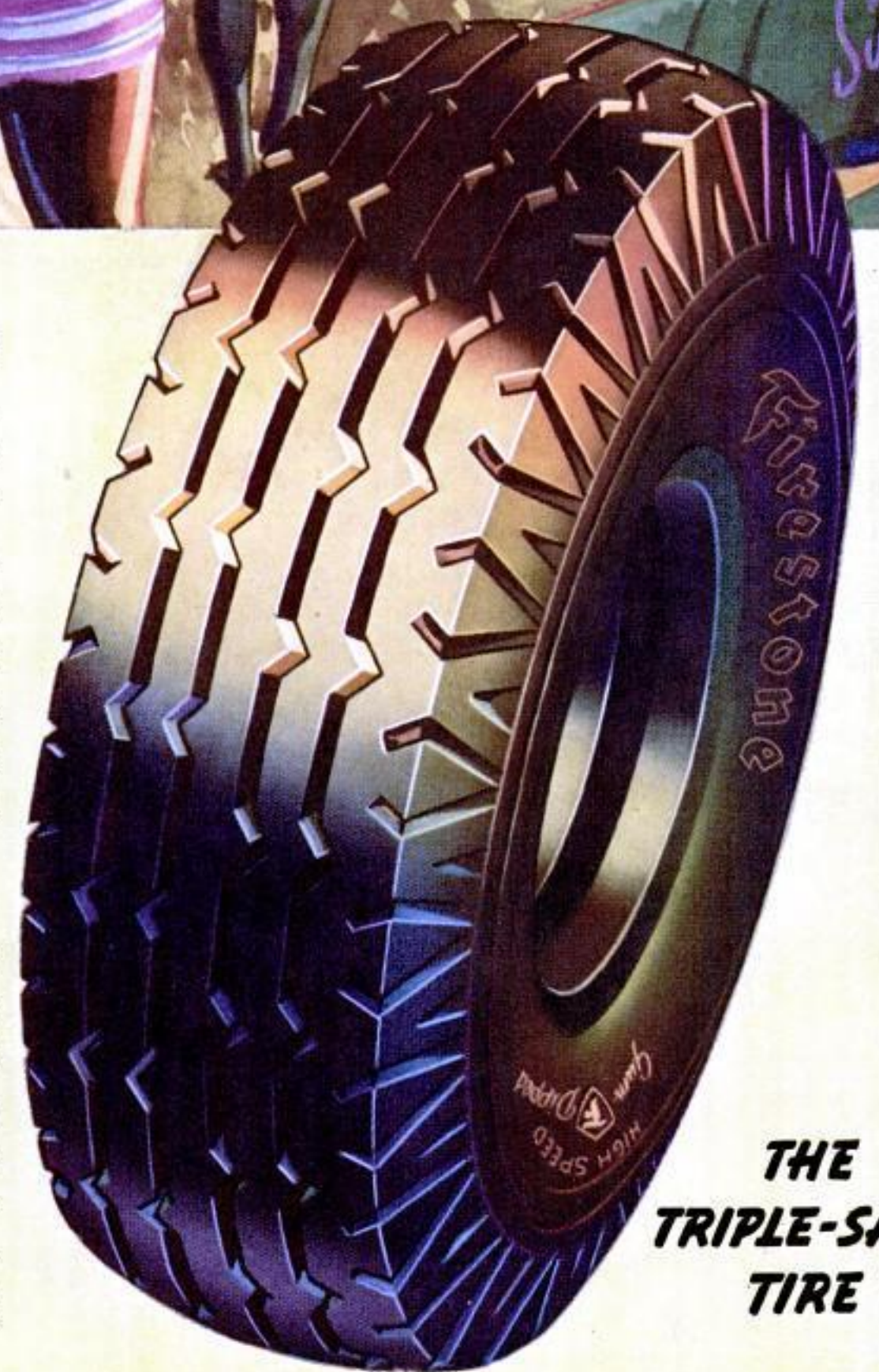
HOW CAN Firestone give you so many *extra safety* features and so much *extra value* at no *extra cost*?

The answer is this! Fifteen years ago, Firestone foresaw the necessity of developing its own independent rubber supply. Today, from the Firestone plantations in Liberia there comes an ever-increasing supply of the world's finest rubber. Thus, Firestone saves money on raw materials. Further savings are made by more efficient factory methods and by selling in such large volume that distribution costs are lower.

These savings make it possible for Firestone to build a tire that's *triple-safe* against highway accidents and sell it at no *extra cost*. It gives *extra* protection against blowouts because Gum-Dipping makes these tires run up to 28° cooler.

By this patented process, every fiber of every cord in every ply is saturated with liquid rubber which counteracts internal friction and heat that ordinarily destroy tire life. It gives *extra* protection against punctures because there are two *extra* layers of Gum-Dipped cords under the tread. It gives *extra* protection against skidding, because the scientifically designed tread will stop your car up to 25% quicker.

You want and need **ALL** of these safety features in the tires you buy. Be sure you get them! Go to your nearest Firestone Dealer or Auto Supply & Service Store today and join the Firestone **SAVE A LIFE** Campaign by equipping your car with a set of new Firestone Triple-Safe Tires — the safest tires that money can buy!



**THE
TRIPLE-SAFE
TIRE**

Listen to the Voice of Firestone Monday evenings over Nationwide N. B. C. Red Network

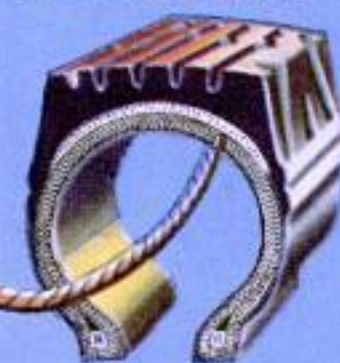
JOIN THE
Firestone
Save a life
CAMPAIGN TODAY!

DO YOU KNOW

THAT last year highway accidents cost the lives of more than 38,000 men, women and children?

THAT a million more were injured?

THAT more than 40,000 of these deaths and injuries were caused directly by punctures, blowouts and skidding due to unsafe tires?



Above is section cut from a new Firestone Tire. Note the thick non-skid protection against skidding, blowouts and punctures. Come in and see demonstration.



Above is a section cut from a smooth, worn tire, which shows the non-skid protection worn off. Tires in this condition are liable to punctures, blowouts and skidding.

WANT ADS PROVE *PLYMOUTH STANDS UP BEST*

PERMANENT QUIETNESS......and safety. (Below) For years Plymouth's steel body has been a big selling point with used-car dealers. It's the strongest, quietest type of body construction made today.



(Above) **FLOATING POWER** engine mountings...four rings per piston...valve-seat inserts...oil filter...make Plymouth's 6-cylinder "L-head" engine stand up best and save you money.

KEEPS ITS LOOKS (Below) Plymouth's body, fenders and all other sheet metal are rust-proofed. This makes your Plymouth *stay* beautiful.

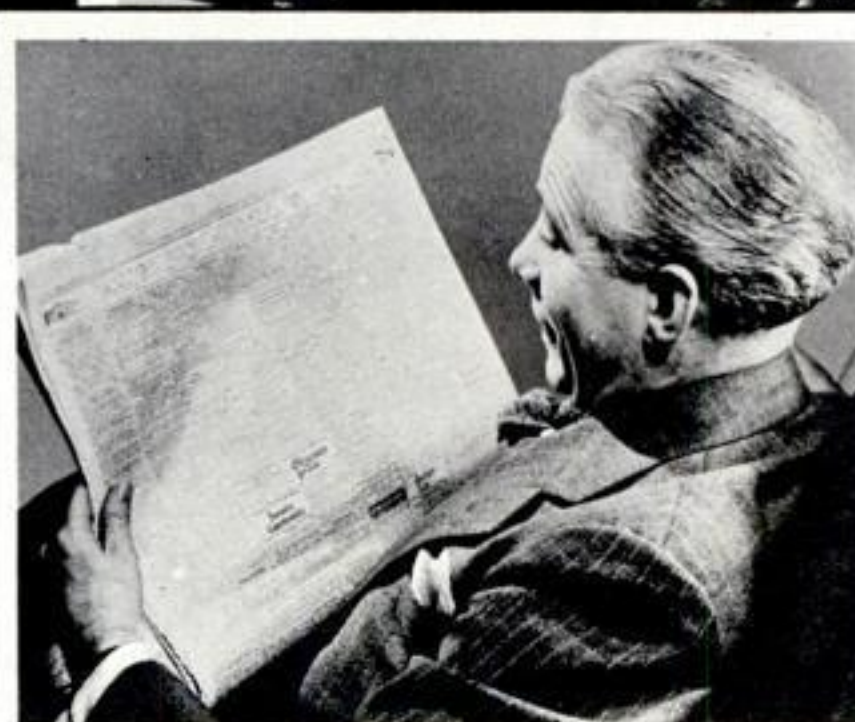


"Plymouths are Hardest to get and Easiest to Sell—Bring Highest Prices"—say Used-Car dealers everywhere

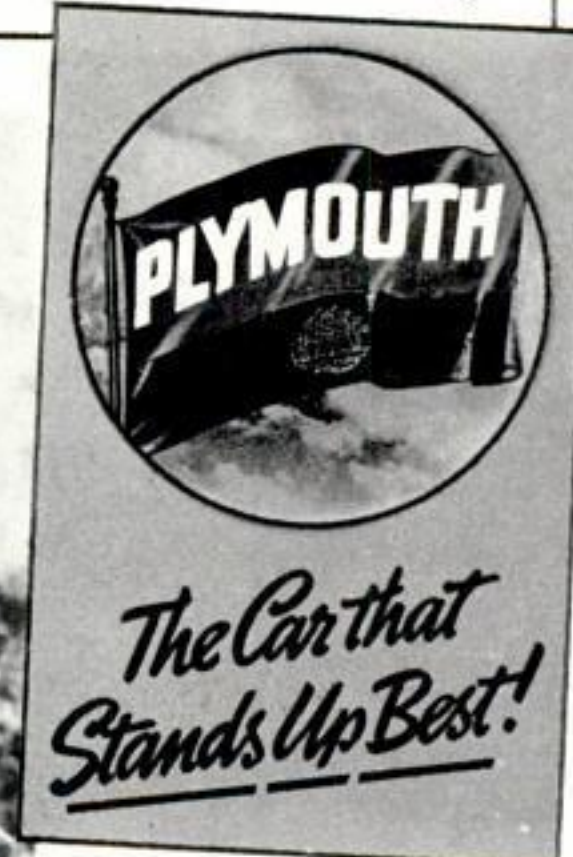
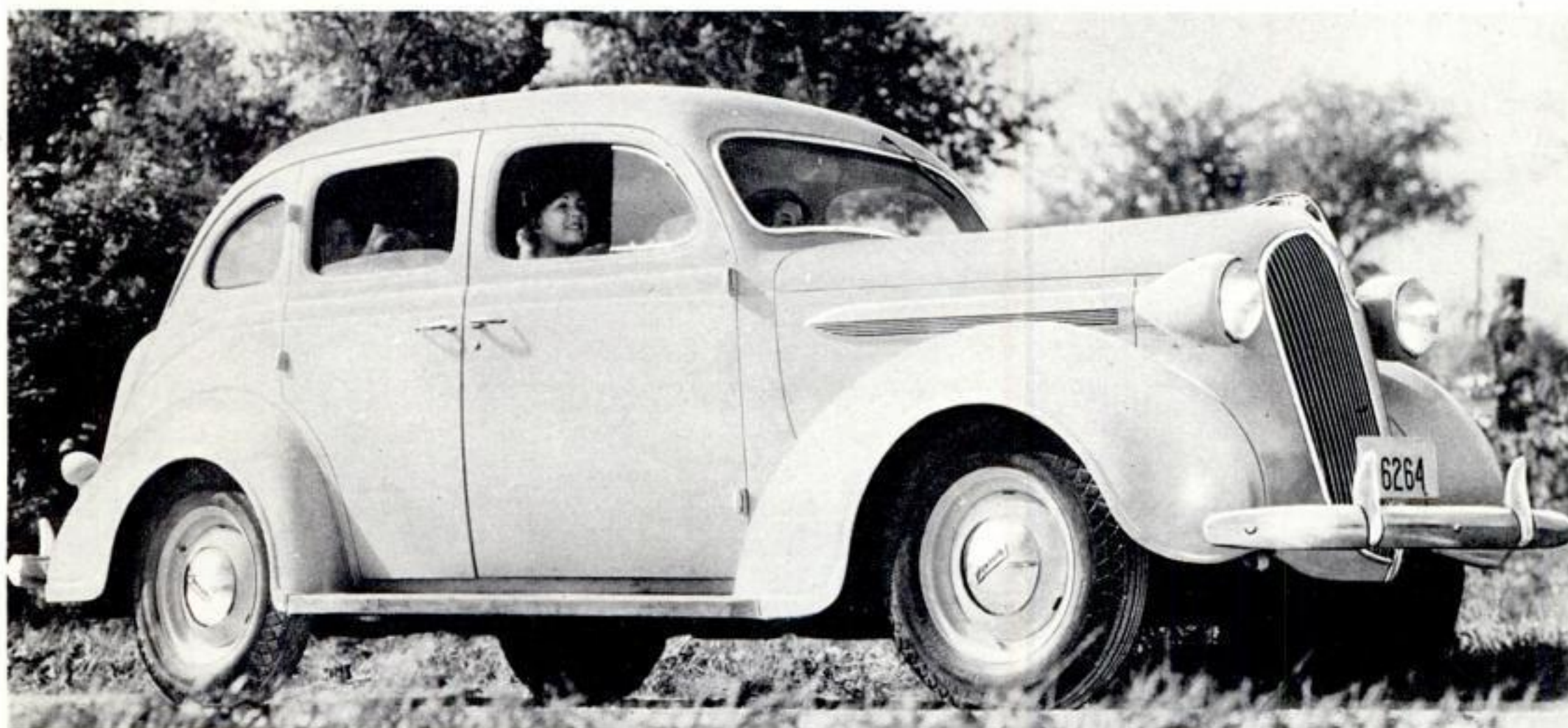
MAKES SENSE, doesn't it? A car's resale value tells you how that car stands up. You should know—that used-car dealers give Plymouths top rating. This is the best possible reason for you to be confident that the Plymouth you buy today will stand up best!

Features that make Plymouth stand up best also mean more luxury, comfort, performance and economy—every mile you drive!

Be wise—buy a Plymouth—"the car that stands up best!" **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.**



READ USED-CAR ADS today! You'll see that Plymouth brings higher prices...which proves that "Plymouth stands up best"—is the best buy!



The Commercial Credit Company offers convenient payment terms through Dodge, De Soto and Chrysler dealers.
TUNE IN MAJOR BOWES' Amateur Hour—Columbia Network, Thursdays, 9 to 10 p.m., E.D.S.T.

PLYMOUTH BUILDS GREAT CARS

This One



5QW7-BPC-SS90

"Give me an
UNDERWOOD
and I'll give you a
**BETTER TYPING
JOB!"**



*Most Typists Learn on
Underwoods in School...they prefer
to Earn on Underwoods in Business*

"Why," you might ask yourself in case you should be debating the matter of typewriter choice for your business... "why are there almost as many Underwoods in use in the schools of America as all other makes of typewriters combined?"

The answer, of course, is that no one knows typewriters like those who teach typewriting. Most schools choose Underwoods because they do a neat, clean-cut typing job. Because they are easier on the typist. Because their speed gets things done on time. And because year in and year out their sturdiness makes them dependable.

Give your typists Underwoods and they'll not only give you a better typing job but you'll get a decided plus in the form of lower upkeep costs. Telephone our nearest Branch for a demonstration on your own work in your own office today.

Typewriter Division
UNDERWOOD ELLIOTT FISHER COMPANY
Typewriters... Accounting Machines... Adding Machines
Carbon Paper, Ribbons and other Supplies
One Park Avenue, New York, N.Y. • Sales and Service Everywhere
Underwood Elliott Fisher Speeds the World's Business

© UEF-1937



THE OBLIGATION OF LEADERSHIP IS TO LEAD
And Underwood DOES lead in fine typing performance and supreme typing ease. No other typewriter offers the famous Champion Keyboard or the Underwood individualized touch. The Underwood is actually "Tuned to the Fingertips" of the typist! Every Underwood typewriter is backed by nation-wide, company-owned service facilities.



If you are a careful driver you can save money on Car Insurance

LIBERTY MUTUAL'S money-saving plan for careful motor car owners is summed up in these nine words: "Careful drivers are entitled to lower automobile insurance cost."

Here's how it works: By barring dangerous drivers and selecting only careful drivers, we have fewer accidents. This means fewer losses to pay. Furthermore, you avoid paying large commissions to insurance salesmen on new policies or renewals. The savings which result from this plan come back to you in cash dividends. More than 56 million dollars have been so returned to policyholders by Liberty Mutual since it started 25 years ago.

Here is a money-saving opportunity for you and a chance to associate yourself with more than 150,000 carefully selected, responsible car-owners who are working together to prevent accidents. If you believe your driving record qualifies you to join this selected group, clip the coupon below now. Then you and we can decide whether we should do business together.



No car can be safer than the driver at the wheel. And no driver can feel 100% safe without adequate insurance on his car. If you are a consistently careful driver, we believe you are entitled to car insurance at lower cost. With us, you do not have to pay the same price for automobile insurance as dangerous, reckless drivers. Here is the way our plan works: Selected drivers, hence fewer accidents and fewer losses—savings returned to you.

8 PROFITS FOR YOU WHEN YOU INSURE WITH LIBERTY MUTUAL

1. You are identified with reputable, careful drivers. Liberty Mutual's clients are selected, not merely solicited. They are the most careful automobile drivers in the country. You profit by that association in dollars and cents.
2. You do not have to help pay for costly accidents caused by dangerous, reckless drivers.
3. Savings effected by careful selection of careful drivers, and savings resulting because your premiums do not go to pay large commissions to salesmen on new policies or renewals, are returned to you. In 25 years at least 20% annually has been so paid back to policyholders.

4. Your company is the largest, strongest mutual casualty insurance company in the United States. It has grown steadily in size and strength, in good times and in bad.
5. Your company operates from coast to coast. Liberty Mutual service is as close as your telephone.
6. Your car insurance is handled without bother or red tape. Claims are settled fairly and promptly.
7. Responsible car owners can participate in our convenient Deferred Payment Plan.
8. It is *your* company. *Mutual* companies are owned and operated by their policyholders.



LIBERTY MUTUAL INSURANCE COMPANY

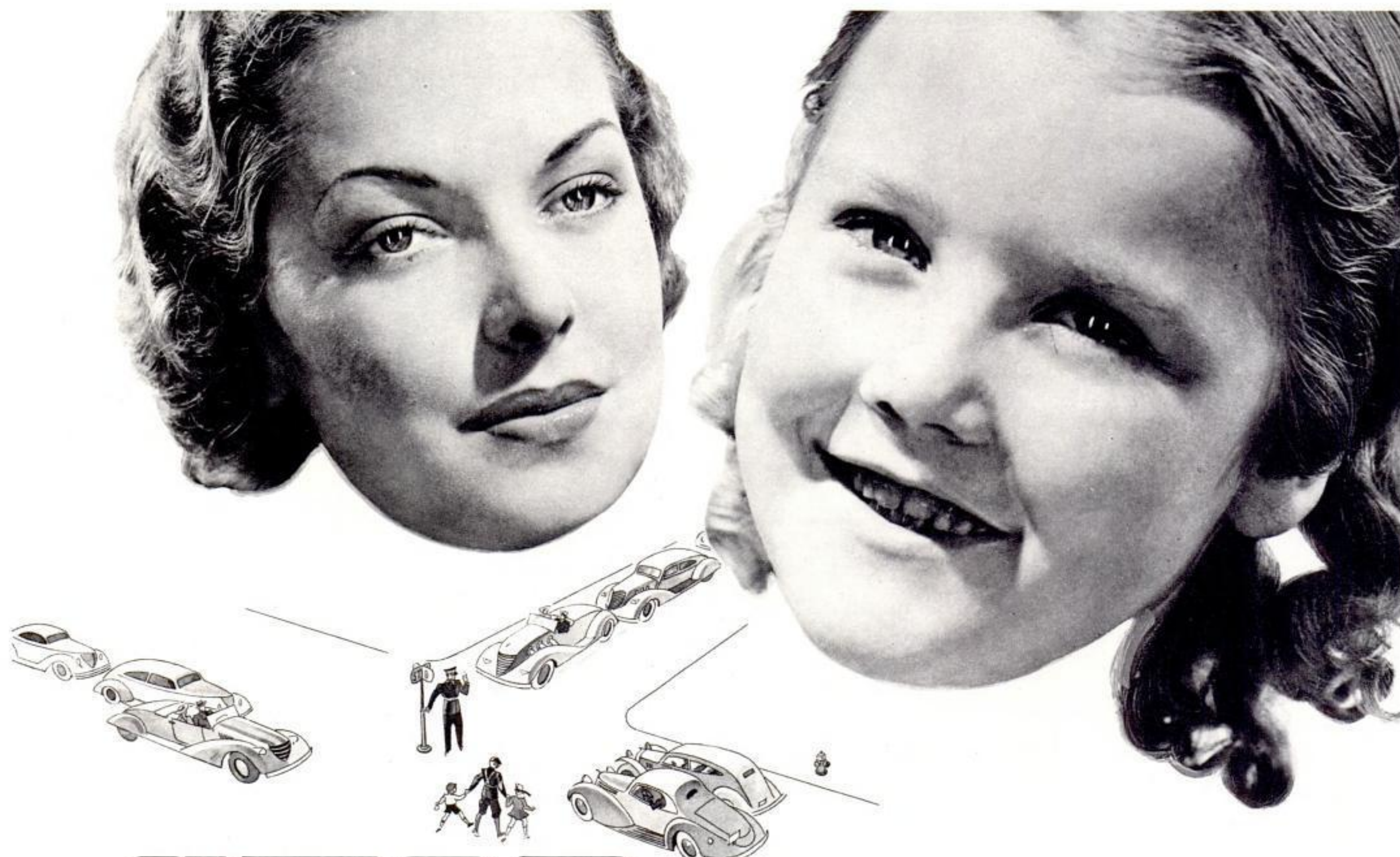
Home Office: 31 St. James Avenue, Boston, Massachusetts
NATION-WIDE SERVICE

LIBERTY MUTUAL also writes Workmen's Compensation, General Liability, Burglary and Robbery, Forgery and Fidelity Bonds for manufacturers, merchants and individuals. All forms of Fire Insurance written through United Mutual Life Insurance Co.

CLIP AND MAIL THIS COUPON

LIBERTY MUTUAL INSURANCE COMPANY
31 St. James Avenue, Boston, Mass.
Without obligation, please send me free booklet which shows exactly how much careful drivers can save on car insurance; also facts about your convenient Deferred Payment Plan for responsible car owners. L. 9-13

Name _____
Business address _____
Town where car is kept _____
My present policy expires _____
Make of car _____ No. of cylinders _____
Body type _____ Model No. _____ Year _____



STOP... *the most important word in driving*

Safety for both passengers and car often depends on ability to stop quickly in any emergency.

Users of Hood Deluxe Speed Protected Tires enjoy the comfort of an unusual degree of safety for three important reasons:

First, the Hood tread is a quick stopper. Its well-designed pattern offers positive resistance to skidding and slipping, and its extreme life and toughness insures long mileage.

Then, this fine tread is put on the Hood carcass of extra-strong cords, each thoroughly insulated in rubber. Hood construction guards against friction and heat, and pro-

TECTS against blowouts with extra strength where needed.

Finally, the exclusive Hood Speed Shield—an extra protective cushion of cord-reinforced rubber—joins tread and body firmly together—an added safeguard against blowouts, road shocks and separation of tread and carcass.

It's poor economy to continue to ride on worn tires—or tires without Hood's Safety Features—when new Hoods will cost you no more than you'd expect to pay for ordinary tires. For safety, see your Hood dealer today.

Factories: Akron, O. and Los Angeles, Calif.

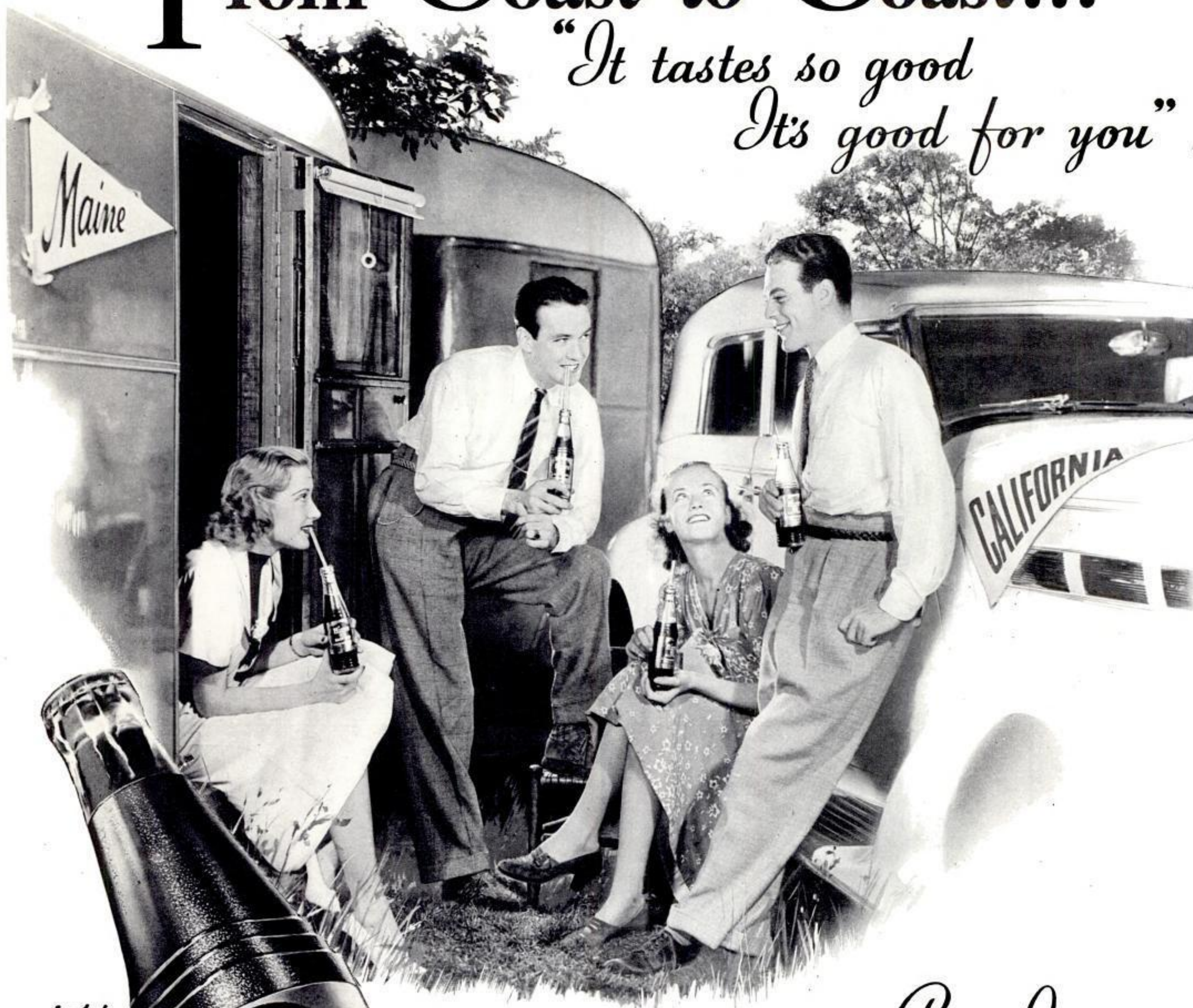


FORTY YEARS OF QUALITY RUBBER PRODUCTS



From Coast to Coast...

*"It tastes so good
It's good for you"*



5¢

2 GLASS SIZE
10¢
FAMILY SIZE

Because of the real Root Juices
HIRES HAS A FINER FLAVOR
than imitation root beers

NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful . . . all the time . . . everywhere . . . at home or office, while shopping or driving . . . for sale at groceries, restaurants, refreshment stands. Insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

THE CHARLES E. HIRES COMPANY, PHILADELPHIA

THE **R-J** ON

THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL

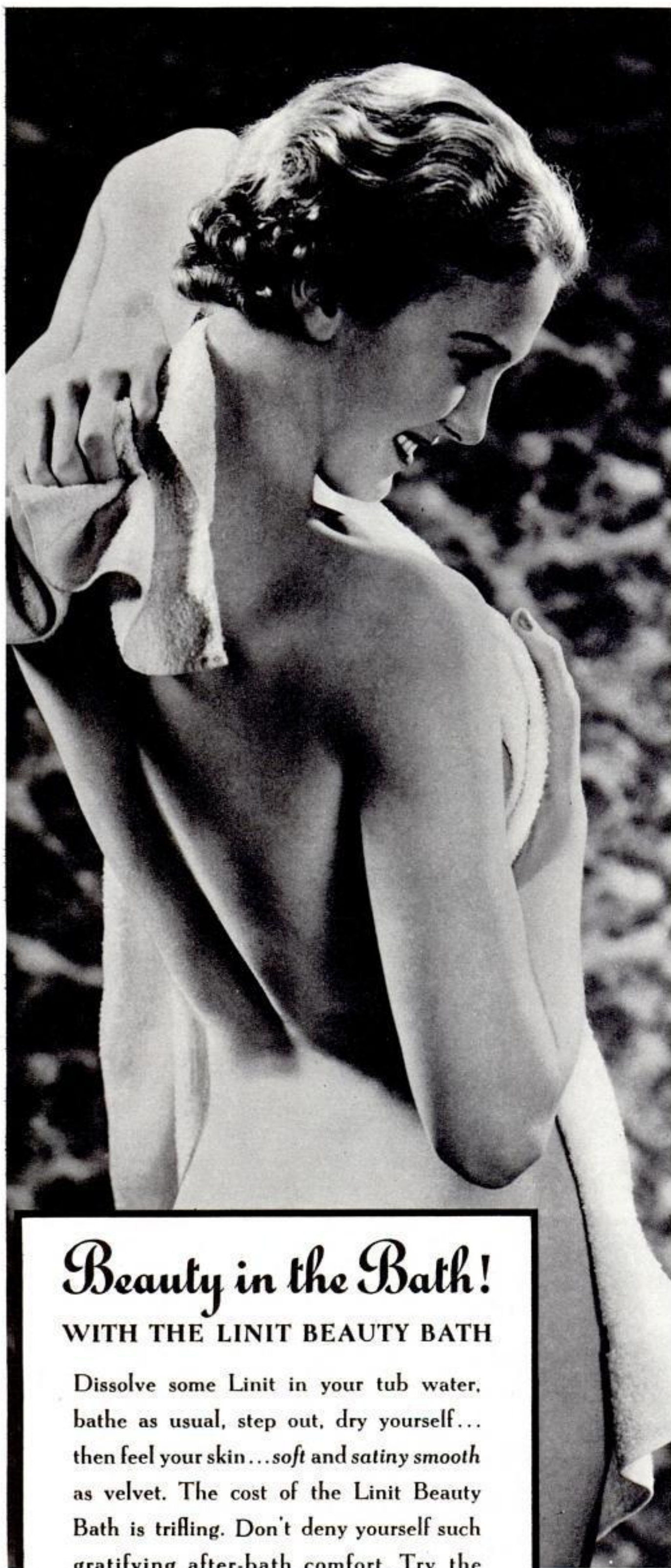
Root Juices

IN HIRES ROOT BEER

Hires
ROOT BEER
WITH REAL ROOT JUICES

THE CHARLES E. HIRES COMPANY
PHILADELPHIA, PA.

12 OZS.



Beauty in the Bath!

WITH THE LINIT BEAUTY BATH

Dissolve some Linit in your tub water, bathe as usual, step out, dry yourself... then feel your skin... soft and satiny smooth as velvet. The cost of the Linit Beauty Bath is trifling. Don't deny yourself such gratifying after-bath comfort. Try the Linit Beauty Bath and join the thousands of lovely women who daily enjoy its soothing luxury. Linit is sold by your grocer.

THE BATHWAY
TO A SOFT, SMOOTH SKIN



LETTERS TO THE EDITORS

Margaret Tallichet

Sirs:

"Scarlett O'Hara was not beautiful... an arresting face, pointed of chin, square of jaw..."

Scarlett O'Hara! I have seen her! She smiles from the pages of LIFE (Aug. 23)! Of all the suggested leads for the film *Gone With the Wind*, not one so completely combines the requirements of a living Scarlett as Margaret Tallichet.

MARGARET RHOADES MOTT
Pennington, N.J.

Sirs:

The picture of Margaret Tallichet in your Aug. 23 issue was particularly interesting to many Louisville readers as it was practically the first anniversary of our learning of this attractive young lady.

Mr. Boyd Martin of the Louisville *Courier Journal*, who includes trips to Hollywood in his regular job of being dramatic critic, reported in his article of Aug. 22, 1936 that he saw Miss Tallichet in the office of one of his Paramount friends. When interviewing Carole Lombard, he called her attention to Miss Tallichet' potentialities and a screen test was obtained.

However, the main point is this. Both the Publicity Department and Carole Lombard had seen Margaret Tallichet, I think I can safely say, countless times. Nothing was done about it until she was pointed out by Louisville's own Hollywood snooper, Boyd Martin.

NORMAN ROCHE

Louisville, Ky.

Lay Rabbi

Sirs:

I should like to correct any possible false impression which may result from your reference to me as a "student rabbi" in the captions of your Aug. 16 series of pictures on "Sermon in Signs."

I attended the Hebrew Union College in Cincinnati from 1928 to 1932 and did not, therefore, complete the prescribed eight years of the regular rabbinical course. I came to New York in 1932, associated myself with The Mutual Life Insurance Company of New York, and have had no connection with any rabbinical seminary since that time. My religious work has been purely avocational, and is confined to helping the deaf of New York rabbinically, and to religious-school-teaching at Temple Israel of the City of New York.

Therefore the only designation to which I am entitled is "lay rabbi" or "lay leader."

HARRY K. GUTMANN
New York, N. Y.

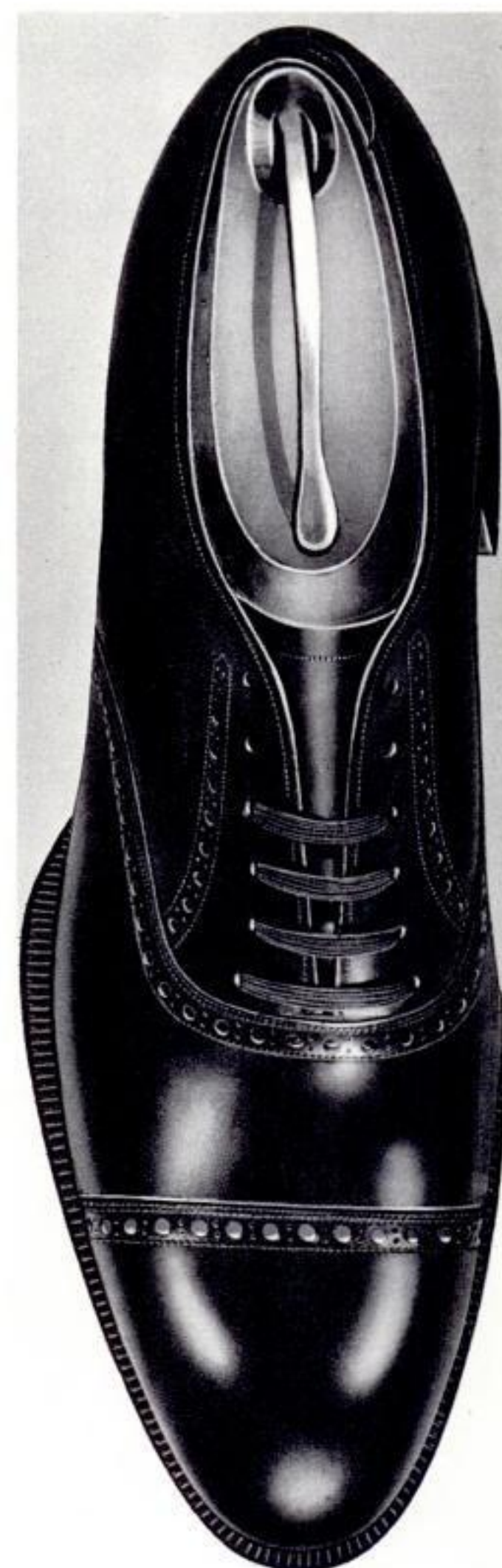
Gown from Sardeson's

Sirs:

With reference to the wedding of Miss Kathleen Williams in the Aug. 16 issue of LIFE, we wish to call your attention to a misleading portion of the copy.

You mention by name a local store that allegedly featured in a window a "Kay Williams bridal gown," leading the average reader to assume that she purchased her gown at that store.

(continued on p. 9)

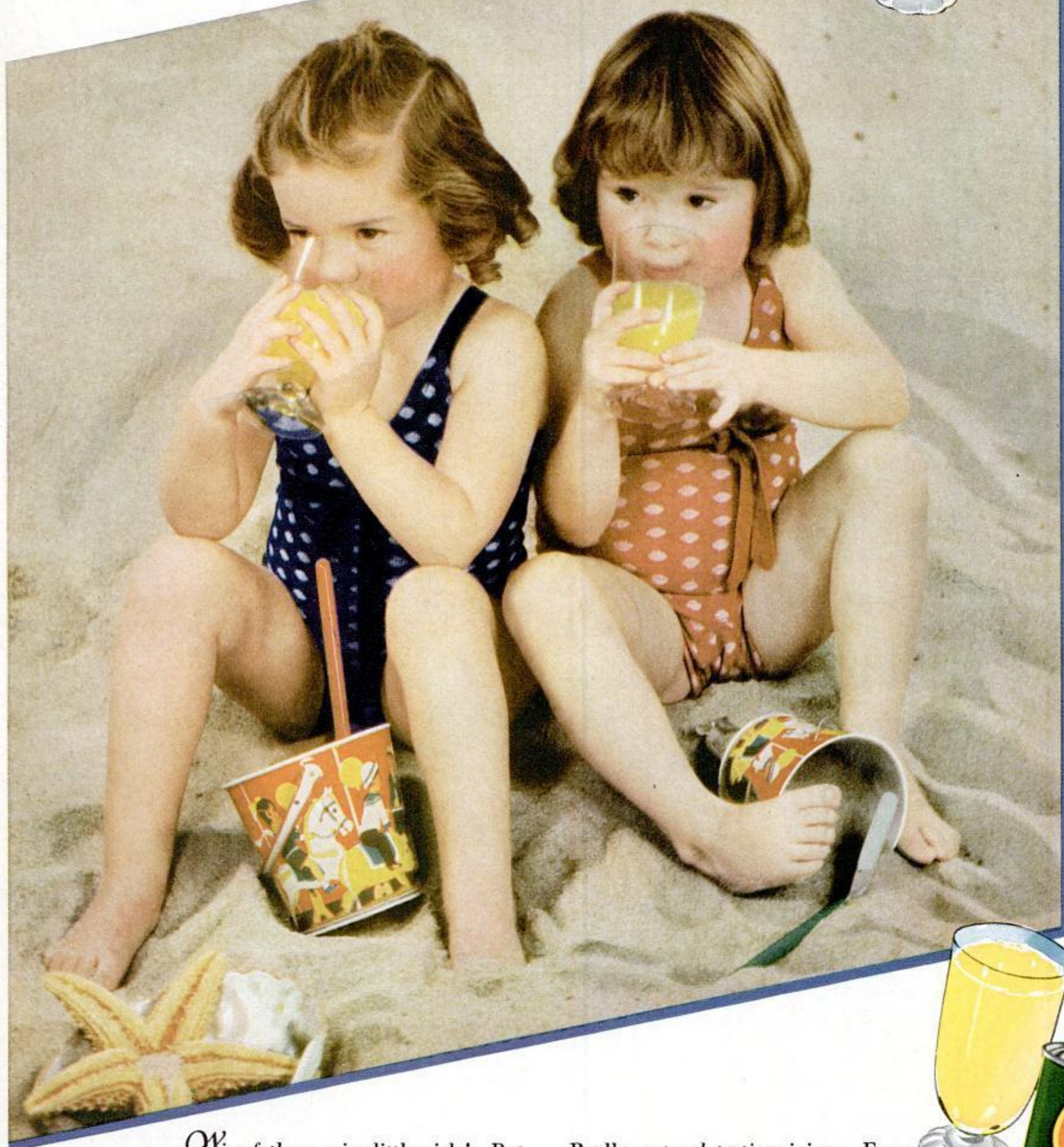


Foot-
Joy
TRADE MARK REG. U.S. PAT. OFF.
"The Shoe that's Different"

TOO few men know the wonderful comfort which results when shoes are fitted not only to the measurement but to the shape of their feet as well. In Foot-Joy shoes, men know this comfort because the weight-leverage line of the foot is the first consideration of expert Foot-Joy shoe fitters. Inside construction of the shoe provides for a proper distribution of your weight from heel to toe, while its exterior is always ultra smart in styles for all occasions. To demonstrate, ask a Foot-Joy dealer for an analysis of the way your present shoes fit. Ask us to send you the name of nearest Foot-Joy dealer and fuller particulars.

FIELD and FLINT CO.
BROCKTON MASSACHUSETTS
Boot Makers to Gentlemen Since 1857

"Father's fussy, too
— he insists on Del Monte"



Pure
 Natural
 Unsweetened



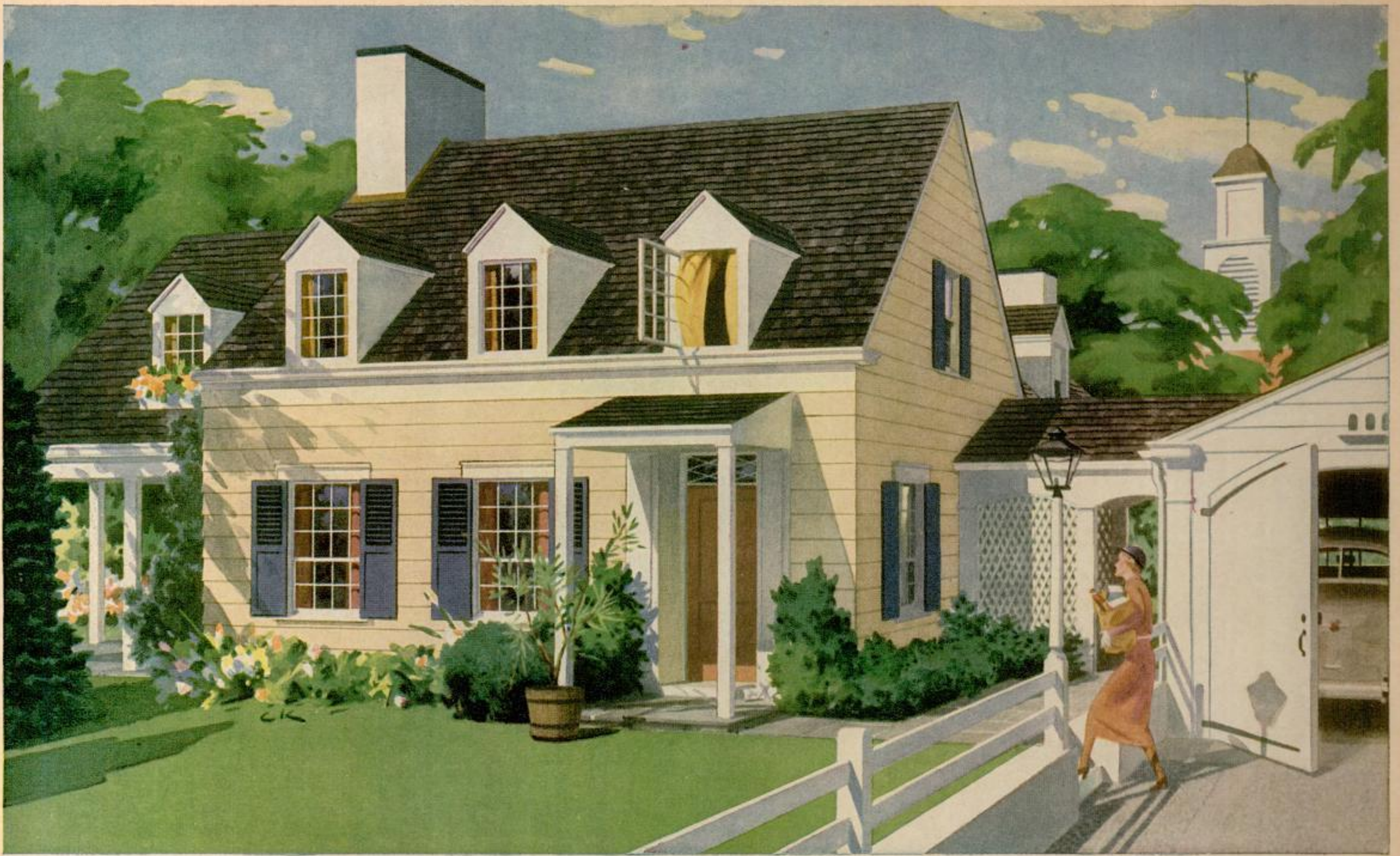
Wise father—wise little girls! But really, *anybody*, fussy or not, would want more of a juice like this — after a single, delicious, golden glassful!

What a *flavor*... What *flavor*! It's sun created! Mellow and ripe-tasting. Every little juice-drop simply fragrant with tropic richness.

Really *natural* tasting juice. From the finest pineapple! You just know that it is! And packed *fresh*. The way you'd expect DEL MONTE to pack it!

Yes, even a child can notice its special goodness. So think what a thrill you'll get — knowing what pineapple juice *should* taste like! Just try it.

IT'S DEL MONTE PINEAPPLE JUICE



LET THE DUTCH BOY Help Pay Interest ON YOUR Mortgage!

Yes, economy is the Dutch Boy's middle name. For years, this thrifty little fellow has been helping home-owners save money. To understand just how substantial these Dutch Boy savings can be, consider this actual experience:

The two owners of a double house—call them Mr. A and Mr. B—decided to repaint at the same time. Mr. B took his painter's advice and used Dutch Boy White-Lead on his half of the house. Penny-wise Mr. A made a slight saving by buying "cheap" paint.

But look at the sad end of his bargain—a bad case of cracking and scaling after only two years (see photograph). Now Mr. A has to pay \$160.00 for burning and scraping off the scaling paint, applying a new priming coat, and repainting.

Meanwhile Mr. B is sitting pretty. The money that his neighbor is paying out because of "cheap" paint's failure is still in Mr. B's bank account—to help pay interest on his mortgage.

Furthermore, Mr. B's paint still has years of life ahead of it. And when repaint time finally does roll round, there will be no burning and scraping—and no new priming coat. Dutch Boy wears down by slow gradual chalking. This leaves a smooth, unbroken surface—an ideal foundation for new paint.

This is why the experienced and conscientious painter who is interested in giving you generous value for your money recommends and uses Dutch Boy White-Lead. He mixes it to meet the requirements of your particular job and then tints it to the exact color you ask for. No one knows paint like a painter.

"Cheap" Paint Side | Dutch Boy Side



A—This is Mr. A's side. His "cheap" paint is all through after two years. Now it's going to cost Mr. A \$160 for burning off scaling paint, applying new priming coat and repainting.

B—This is Mr. B's side. His Dutch Boy job is exactly the same age as the "cheap" paint—but look at the difference! Dutch Boy will continue to protect its side for years to come.

If you prefer to pay for your painting by the month, take advantage of the Dutch Boy Easy Payment Plan. No down payment. Eighteen months to pay, in surprisingly small monthly installments. Check the coupon below for complete information. And regardless of whether you are interested in the plan, send in the coupon for a copy of the illustrated booklet, "The House We Live In". Tells how to buy a paint job, how to select the right color scheme, the right paint and the right painter. Address Department 272, in care of the nearest branch.

NATIONAL LEAD COMPANY
Dept. 272 (See list of branches at left)

Please send me your free booklet, "The House We Live In", containing color scheme suggestions and practical advice on interior and exterior painting.
☐ Please include description of Dutch Boy Easy Payment Plan.

Name _____

Street _____

City _____ State _____

DUTCH BOY WHITE LEAD

GOOD PAINT'S OTHER NAME

NATIONAL LEAD COMPANY, 111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



For a HIKE or a BIKE



HERE'S A SANDWICH THEY'LL LIKE

Underwood Deviled Ham sandwiches make any outdoor lunch taste like something special. As a matter of fact, though, you can make a whole boxful just as fast as you can spread the bread.

And be sure that you have plenty. Underwood sandwiches are always the first to go when picnickers get hold of them.

Send 12 cents for a medium tin — or 25 cents for the attractive red Table Jar.

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-913



LETTERS TO THE EDITORS

(continued)

The fact is that Miss Williams selected her wedding gown from Sardeson's—a replica of a Marcel Rochas gown in ivory slipper satin from Emily Gowns of New York. The veil was fashioned by our milliner exactly copying the veil worn by Miss Williams for the cover of the June *American Magazine*.

You can understand the position that you have placed us in, when most everyone in Erie either knew or assumed that the gown was from Sardeson's and you apparently place the credit elsewhere.

We want to commend you for the truly beautiful pictures you made of this lovely wedding.

J. M. BOLMAN
Sardeson's

Erie, Penn.

Wasted Color?

Sirs:

May I call LIFE's attention to the fact that its finest department—color reproductions—has been wasted recently on airplanes and airplane cross-sections which are quite as graphic in black and white.

LIFE should know that color photographs of real-life subjects do not print as well as art or design subjects. How about some more Cadmus or Benton? Or some more yacht sketches or even Hitler?

It's the best feature in LIFE, and the editors should have at least one art subject each week.

HARRY SHEPARD
Muskogee, Okla.

Patriarch's Funeral

Sirs:

In the Aug. 23 issue of your esteemed publication you printed several photographs of scenes about the funeral of Patriarch Varnava, Head of the Serbian Orthodox Church with your comments in connection with his death.

It should be noted that certain opposition groups, which have no influence on the political life of my country have attempted to exploit this event by circulating false rumors about the cause of death of Patriarch Varnava. All such rumors were proven false in a published statement signed by all the Yugoslav and foreign physicians who attended the Patriarch until his death showing that he died from natural causes.

At the same time may I call to your attention that the late Patriarch Varnava was not a member of any terroristic organization in his youth. He was a patriot who aided those that fought for the independence and union of the Yugoslav people, among whom were the "Chetniks" and naturally to all of them he extended his moral support.

P. CABRIC
Royal Yugoslav Consul General
Chicago, Ill.

Gripes

Sirs:

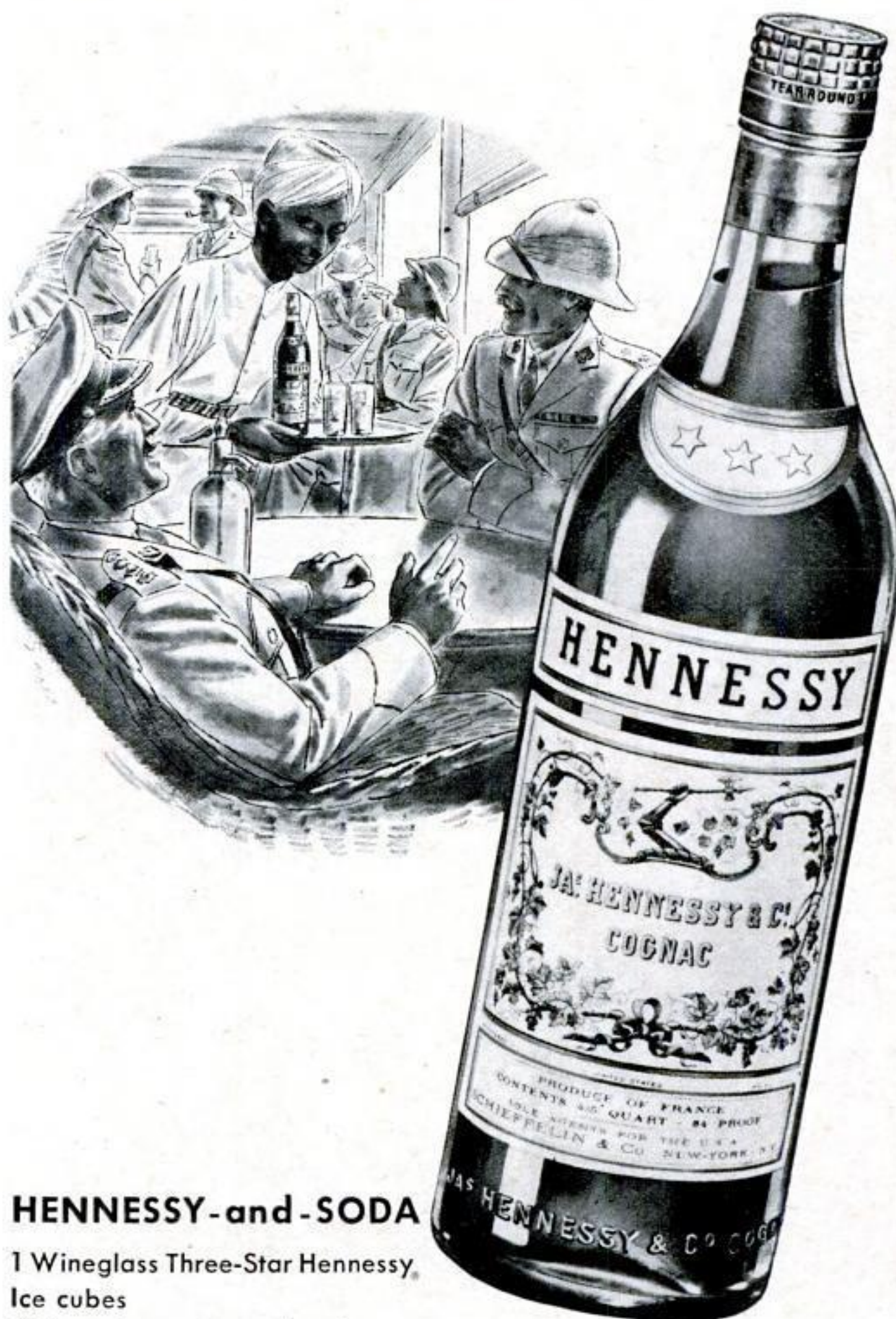
I think our greatest pleasure comes from the gripes in "Letters to the Editors." It certainly takes little to step on some toes.

ROBERT W. KING, M.D.
San Jose, Calif.

(continued on p. 10)

HENNESSY

COGNAC BRANDY



HENNESSY-and-SODA

1 Wineglass Three-Star Hennessy
Ice cubes
Plain soda or charged water

84 PROOF

The pioneering British discovered the happy affinity between Three-Star Hennessy and charged water. Indeed, it was the spread of British Empire that carried around the world the knowledge of Three-Star Hennessy's flawless quality, bouquet and "clean" taste. The gayety of charged water and the distinguished flavour of Three-Star Hennessy make a delightful combination.

INSIST ON HENNESSY IN A

Side-Car
Stinger
Mint Julep
Pousse Cafe

Brandy Flip
Old-Fashioned
Brandy Sour
Brandy Daisy
Brandy Fizz
Brandy Manhattan

Distilled and bottled at Cognac, France. JAS. HENNESSY & CO. Established 1765.

SOLE U. S. AGENTS: Schieffelin & Co., NEW YORK CITY · IMPORTERS SINCE 1794

Odd Facts of Old Boston



Famous False Teeth

Dr. Hitchcock's dental establishment, "one of the most elegant this side of the Atlantic," featured a model room in which could be seen in life-like wax the heads of prominent Bostonians wearing Dr. Hitchcock's false teeth.



FREE 1000 MINIA-TURE REPRODUCTIONS 10" HIGH OF OLD SPINNING WHEEL THAT ACTUALLY WORKS FOR 1000 BEST LETTERS ON "WHY OLD MR. BOSTON FINE LIQUORS REFLECT THE QUALITY TRADI-TIONS OF OLD BOSTON. OLD MR. BOSTON, DEPT. L9, BOSTON, MASS.

This offer good until Oct. 10 but not good in states where such offers are prohibited.



Prisoner becomes own Jailer

Sympathizing with the weary sentry who was keeping him prisoner in his home, Mather Byles, suspected Tory, volunteered to relieve him. Shouldering the sentry's musket, the wit remarked: "I have been guarded, regarded and disregarded."



Just 100 Years Ago

This advertisement for Milliken's restaurant in 1837, characteristically straightforward, wastes no space on talk about "cuisine" but features the net result of eating at Milliken's — a well filled-out figure.

COPR. 1937 BEN BURK, INC.



307 YEARS HAVE CHANGED MANY THINGS IN OLD BOSTON BUT NOT THE OLD-TIME VIRTUES OF HONEST CRAFTSMANSHIP. NO CABINETMAKER OR SILVERSMITH OF OLD BOSTON WAS EVER MORE PROUD OF HIS CRAFT THAN THE EXPERTS WHO GUARD THE QUALITY OF OLD MR. BOSTON BRAND STRAIGHT WHISKEY. BUY A BOTTLE TONIGHT.

Old MR. BOSTON BRAND 100 PROOF STRAIGHT WHISKEY RYE OR BOURBON TWO YEARS OLD

Ben Burk, Inc., Boston, Mass.

LETTERS TO THE EDITORS

(continued)

No Campaigns

Sirs:

Having been an avid reader of LIFE from its inception, I have always been pleased, and quite frequently shocked into reality, at some of the contents of your fine magazine. But to date, I have noticed LIFE has had no campaigns, no battles to fight for the public weal, except your splendid attitude in continuing LIFE's Summer Camps. It strikes me that your publication, having its amazing circulation and going into the homes of every class and type of American, could be a great force for good in a campaign against "Death on the Highway."

C. H. BREUNER

Sacramento, Calif.

Reader Breuner has seen no campaigns in LIFE because campaigns have no place in LIFE's editorial program of covering the news in pictures—ED.

Jagannath

Sirs:

Please accept my congratulations and thanks for the fine description of the Jagannath festival which appeared in the Aug. 16 issue. The photos were fine and the descriptive material was carefully edited and accurate.

I was very glad to see LIFE lay to rest the myth regarding devotees crushed beneath the wheels of the car. This old story is a good example of Western inventiveness in describing India.

LIFE's description of the crowd as "hot, happy and noisy," is very accurate. I have been present at such a festival when the din was unbelievable, though caused only by excited conversation. The most interesting fact is that such a crowd is almost always orderly. On a festival day I have seen thousands file in and out of a small shrine filled with small things that curiosity seekers would think nothing of stealing. Yet even though there were often no attendants in the shrine, at the end of the day not a thing would be moved from its place.

A. T. CLIFTON JR.

San Francisco, Calif.

Many More Melons

Sirs:

Your issue of Aug. 9 contained a very interesting article on "50,000,000 Melons Go to Market." You may be interested to know that the latest (Aug. 12) reports of the Dept. of Agriculture indicate a total U. S. production of watermelons this year 50% larger than the figure you mentioned. The U. S. total is estimated at 75,409,000 melons, of which Georgia, the leading State, had 16,000,000.

If each melon were 1 foot in length and the entire crop of 75,409,000 melons were laid end-to-end, it would make a line about 14,280 miles long, extending slightly over halfway around the earth. Some watermelons!

PAUL FROELICH

United States Department of Agriculture
Bureau of Agrl. Economics
Washington, D. C.

DISCOVERY IN EAST BOSTON

1 Robert deMinico, who is connected with a big Boston shoe plant, loves to make things of his homeland's Carrara marble in his spare time . . .



2 "I think, files should help me cut designs in the marble," he says, "but all over the world I try to find a file that will cut . . ."



3 "I work in Milan, in Paris . . . I cannot find . . . every file I try just refuse the work . . . it disgusts . . . I am ready to give up files . . ."



4 "Then one day I try the Nicholson . . . aaah! She cuts through the Carrara marble like butter . . . I think, now I have something . . ."



5 "You see, every touch so easy, so true-cutting . . . I tell my wife, from now on Nicholson Files are my files. Such steel!"



6 "From them I make the fine, sharp chisels to use in my work . . . that steel holds the edge!"



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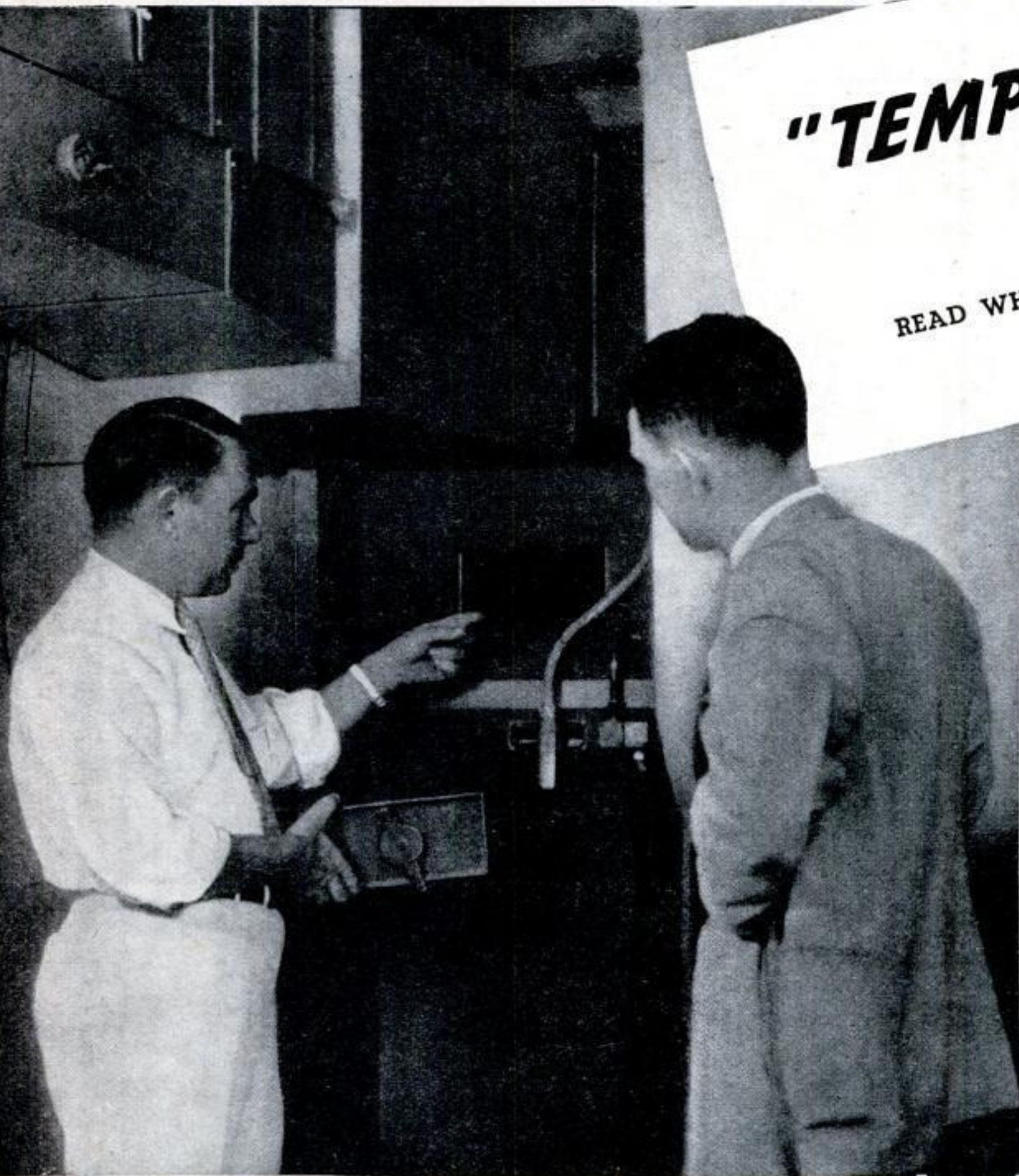
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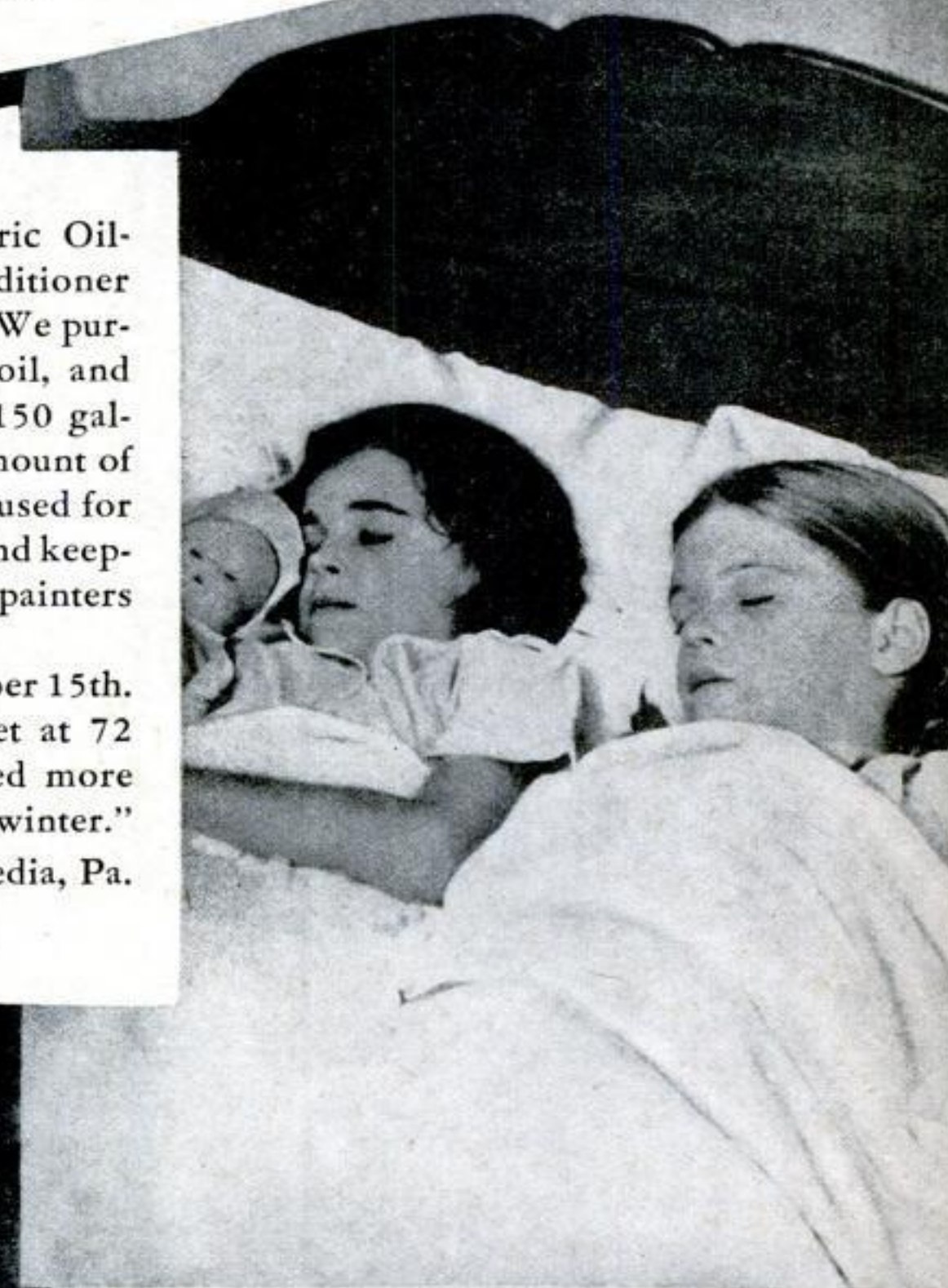
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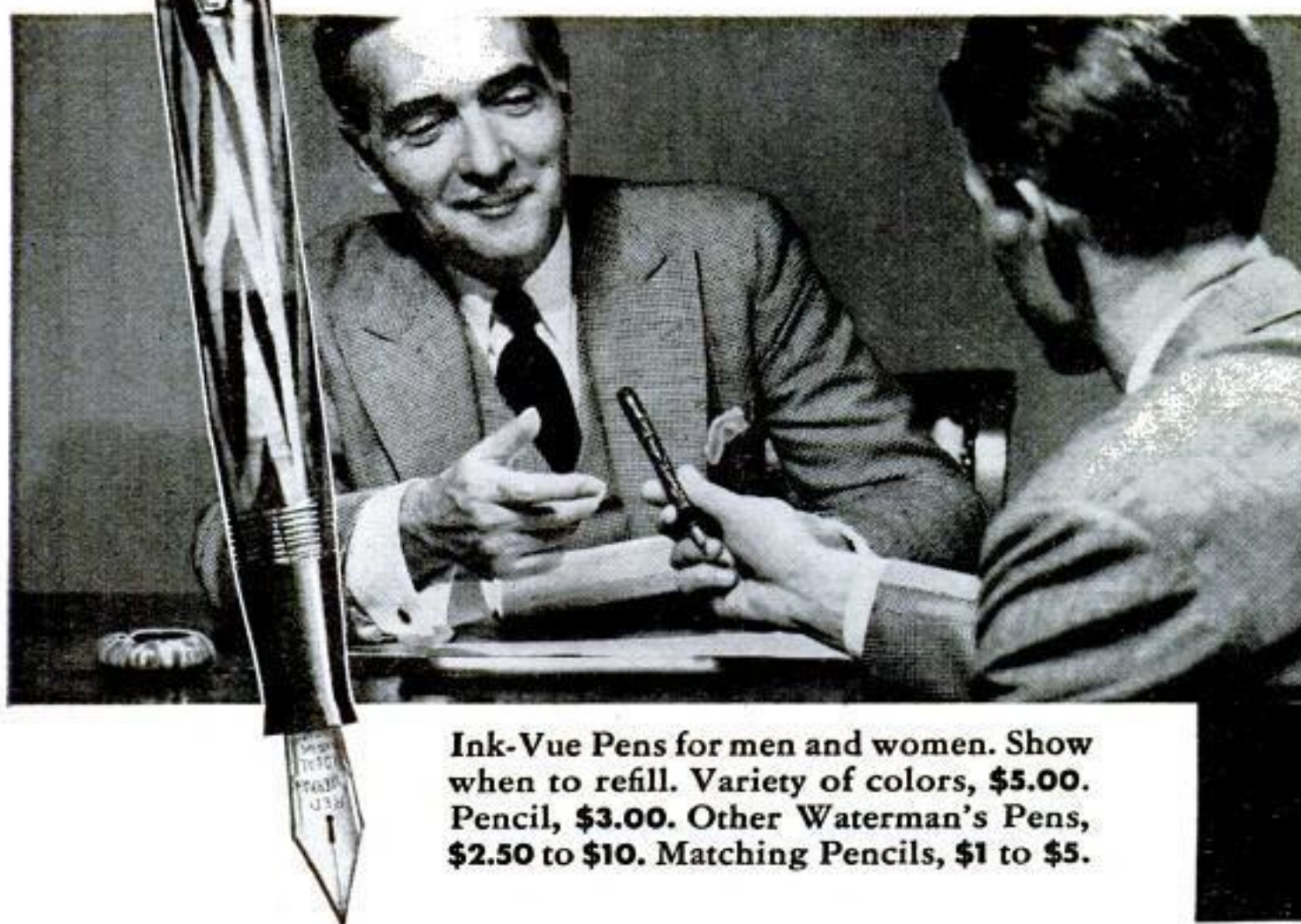
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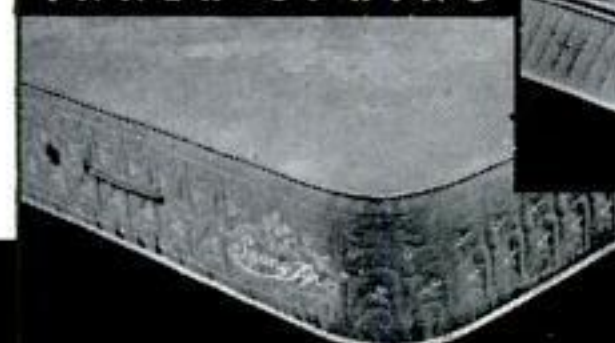
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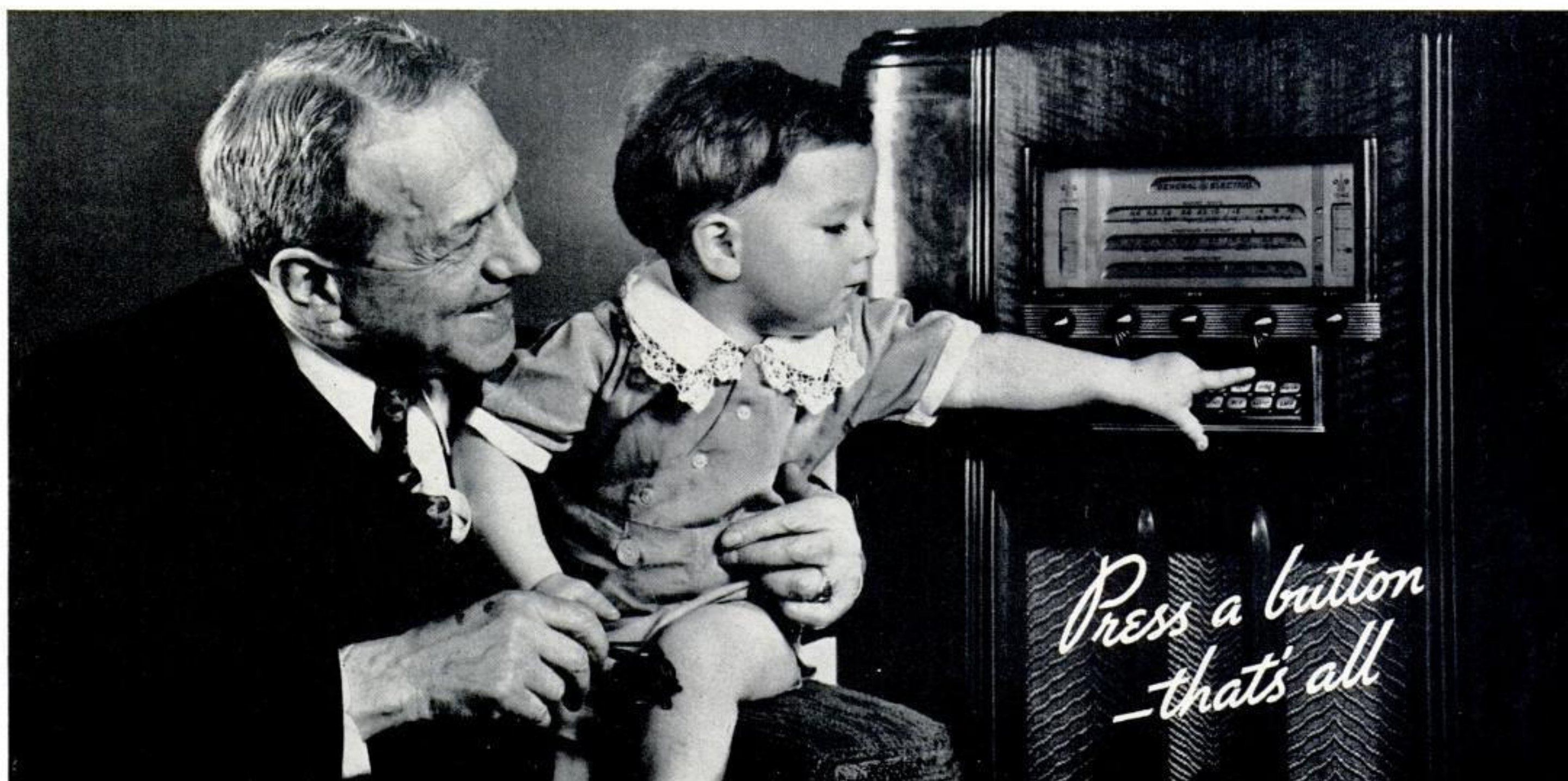


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The finer reception of the new G-E is the result of another remarkable achievement—the Tone Monitor, a new type radio circuit. The General Electric Tone Monitor corrects

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\$10 down* buys any Touch Tuning Radio

The new 1938 General Electric Radios are now on demonstration at your nearest dealer's. Stop in soon and see them.

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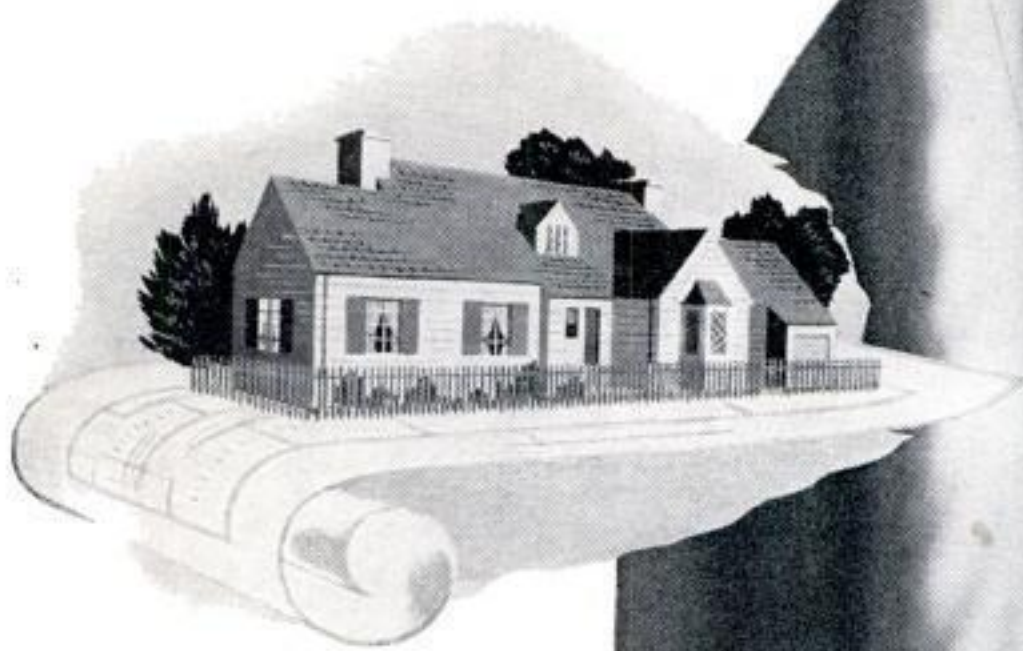


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YOUR HOUSE is more than something to look at . . . you are going to live in it. It is, first of all, a roof over your head; a shelter from cold and storm; a refuge of comfort and of security for many years to come.

A house fails in this, its first function, if the roof leaks, if plaster falls, if pipes clog with rust, if drafts, cold and dampness creep in around doors and windows. These troubles need never happen. It costs little to prevent them . . . it can cost a lot to cure them. The time to think about the vulnerable spots is when you build, buy or remodel. Give thought now to the inevitable results of rust so you can forget them the rest of your life.

Make yours a healthy home as well as a beautiful one. You don't want to spend your life nursing an ailing house. Give yours a strong, rugged constitution . . . impervious to rust, so that you may enjoy years of comfort.

60 important phases of trouble-prevention, by means of copper, brass and bronze, are discussed in Revere's comprehensive new booklet "The House You Live In." Dozens of pictures. Authoritative, yet easy to read. This free booklet should prove helpful to every home-seeker and owner. A copy is reserved for you. Fill out coupon below and send it today.



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SPEAKING OF PICTURES . . .

. . . MR. CHADWICK'S LITTLE GIRL GROWS UP

In the life of every father, soon after the birth of his first child, comes a day when he swears he will keep a camera record of his baby's growth. So universal is this urge that for years Eastman Kodak Co. made it a principal factor in its advertising copy. Countless parents buy cameras, dutifully take an initial shot, generally neglect to take more. Only one in a million has the persistence to continue year after year this careful camera documentation.

One of these rare parents is Frank H. Chadwick of The Bronx, New York. On these pages you see the year-by-year growth of his daughter Marion who is now 16. Mr. Chadwick, changing little with the years, stands behind her. All the pictures were taken by Mrs. Chadwick at about the same time each year with the same camera—a 2A folding Brownie which cost \$10.50 when it was bought in 1915. Twice

it was lost, once broken. But always it was returned or mended in time to keep this remarkable photographic record going forward.

The first picture was taken at City Island in 1922 on Marion's first trip to the beach. Before anybody could stop her, she ran into the water up to her neck. When her father remarked that she looked like a "drowned rat," her mother decided to photograph them both. Next year, again at City Island, they took a similar picture to see how much Marion had grown. Soon the annual picture of Marion and her father, always taken their first day at the beach, became a family tradition. Sometimes it was Coney Island, sometimes Oakland Beach, lately Ocean Grove, Rye Beach or Glen Island. So important did this yearly ritual become that Mrs. Chadwick sometimes exposed a complete roll of film to make sure she got a good picture.



TEN YEARS



ELEVEN YEARS



TWELVE YEARS



THIRTEEN YEARS



FOURTEEN YEARS



FIFTEEN YEARS



Rubber Putty Ends Tug-of-War Between Glass and Steel

A typical example of Goodrich development in rubber

GLASS and steel don't get along together. Heat and cold make them expand and contract at different rates, so that ordinary putty—which hardens—pulls away from one or both, and leaves a gap. This means expensive re-puttying, especially in greenhouses where the glass slopes toward the sun so that the putty deteriorates more quickly.

Then Goodrich engineers began to

experiment for a flexible putty, and found it. This Goodrich putty, made of rubber, never loses its resilience. It expands and contracts with every change in the steel (or wood) and glass, and so keeps a permanently tight, air-proof seal, and assures greater protection because it eliminates drafts. Goodrich rubber putty is already in use on thousands of panes of glass. Some users say it will last two or three times as long

as other putty, and correspondingly reduce the cost and work of troublesome maintenance.

That job of Goodrich research was important to every maker and user of windows, but *every* job of Goodrich research is important to you who use industrial rubber goods—because this research is constantly improving belting, hose, packing and every other Goodrich product, to keep them abreast of changing modern needs, and make them better values for you who use

them. See your Goodrich distributor for better value in all rubber products you buy. Write us for his name if you don't know him. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

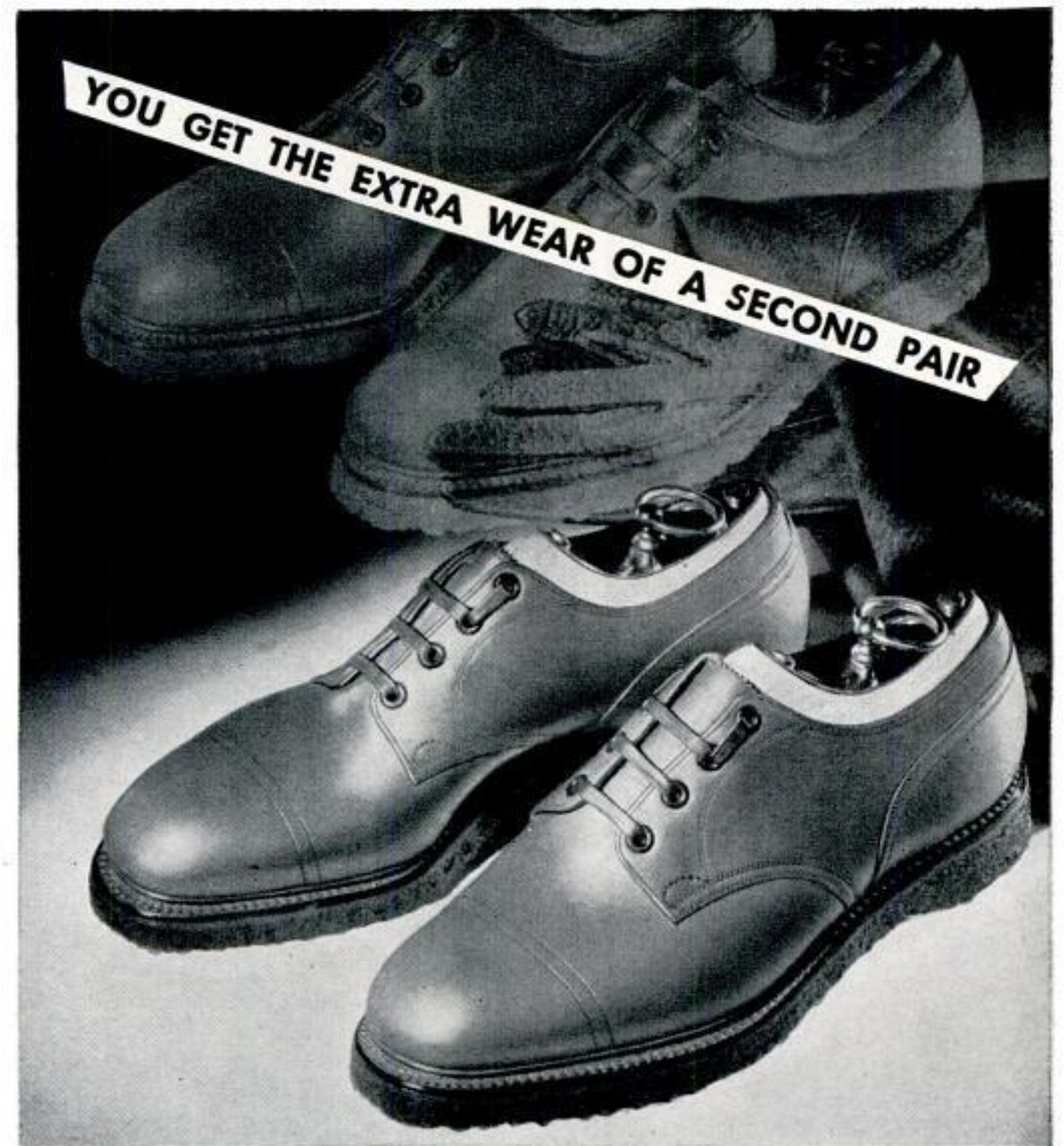
Goodrich
ALL products problems IN RUBBER

SPEAKING OF PICTURES

(continued)



At 16 years Marion Chadwick, whose first "milestone" picture was taken in 1922 by her mother (below), is this mature young woman with red hair and a charming smile. Behind her stands her father in much the same pose he has assumed year after year. Marion is now a senior at New York's Evander Childs High School, edits a paper, takes pictures, writes plays, swims well, plays softball. Millions of parents may well envy Mr. Chadwick his complete camera record of his daughter.



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FLORSHEIM Shoes are long on promise, and even *longer* on fulfillment. They're good to look at . . . better to wear . . . and best of all is their low-cost-per-mile. They're built to give "the extra wear of a second pair" . . . to go on achieving new mileage horizons long after ordinary shoes would have called it a day. The man who is mile-wise and dollar-smart is choosing Florsheims . . . for style, comfort and economy. *Style illustrated above, The SHELTON, S-751; a campus type blucher oxford in natural shade calfskin; extra thick natural shade crepe rubber sole and heel.*

MOST STYLES

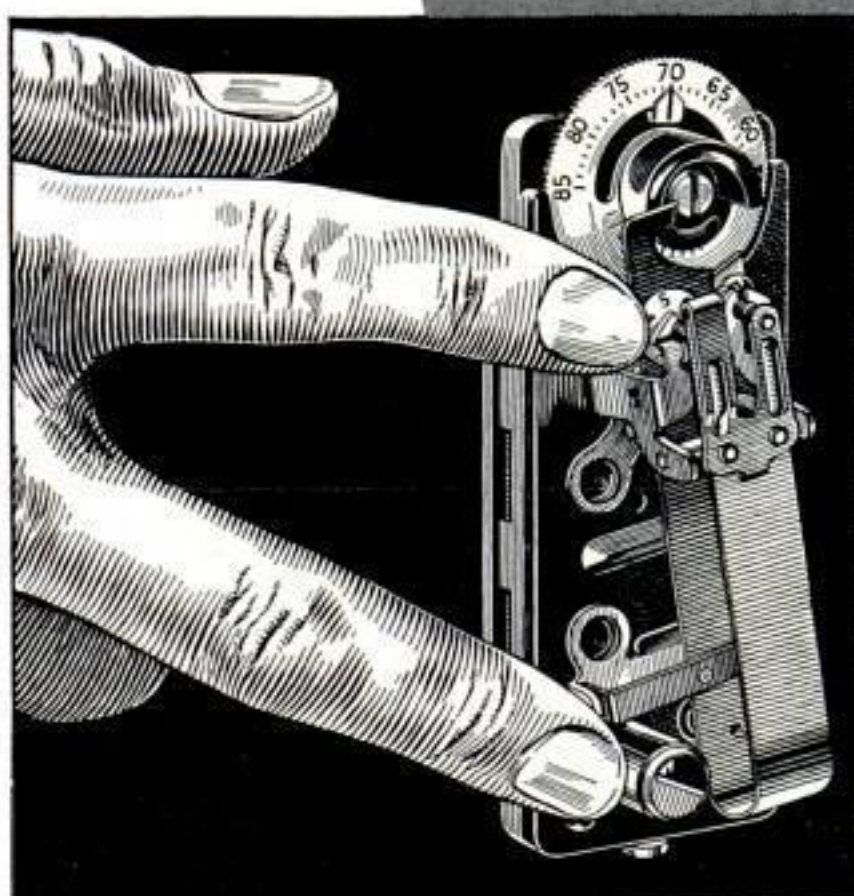
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**STABILIZED
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at tip of lower finger, working in harmony with the two contacts shown above opens and closes the exclusive Accelerator circuit, giving Acratherm the power actually to sense indoor temperature changes before they occur, and prepare your heating system to meet them. The result is new automatic comfort... Stabilized Heat, possible only with Acratherm...

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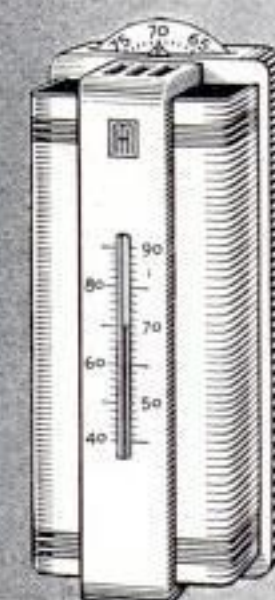
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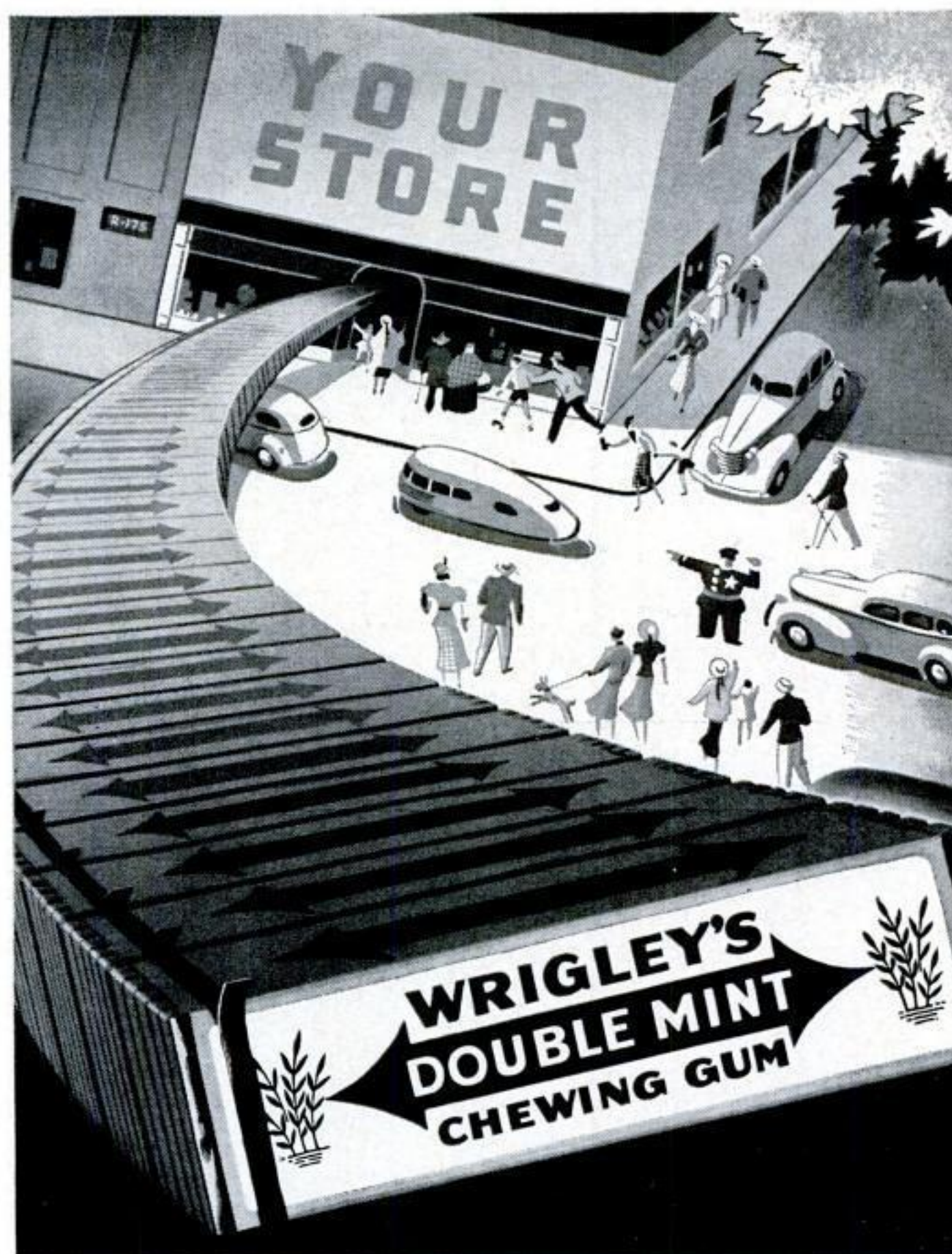
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QUICK-ACTION feet that move with unerring assurance to the right controls.—In Fortune Shoes, your feet move with buoyant assurance —of Fortunes' authentically smart styling and expertly designed comfort in action. At a price to cheer your pocketbook.

Note the smartly tailored French toe—the polished perfection and careful detail of this Fortune shoe in rich Congo Black. Style specified for correct day-and-evening wear. Yes, genuine Calfskin — an amazing value at only \$4.

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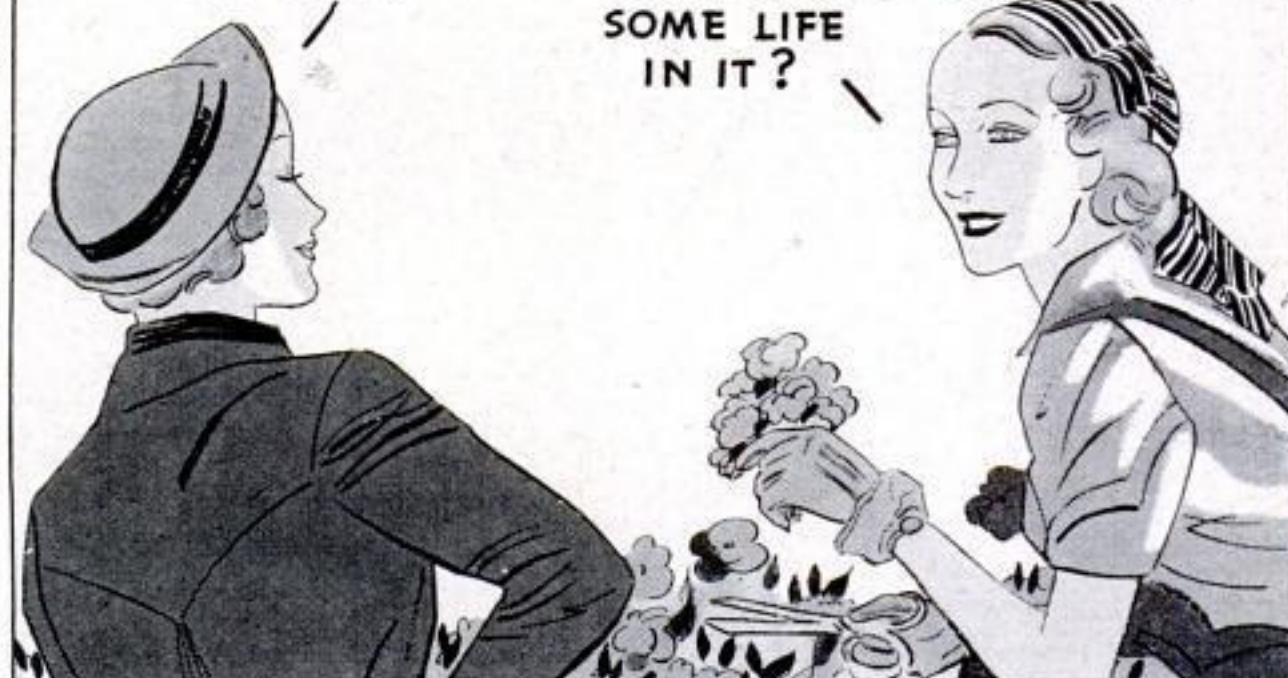
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BORED WITH
EVERYTHING... THE
SAME OLD THINGS
EVERY DAY?

DO I? RIGHT NOW I'M
SICK OF USING THE SAME
OLD TOOTH POWDER. WHY
DOESN'T SOMEBODY BRING
OUT A NEW ONE WITH
SOME LIFE
IN IT?



WELL BRACE
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IS A NEW ONE.
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WITHOUT SOAP?
I NEVER
HEARD OF
SUCH A
THING!



IT IS SIMPLY WONDERFUL. JACK
SAYS IT COMES FROM A DAINTY
NEW INGREDIENT, ABSOLUTELY THE
GREATEST CLEANSER KNOWN.
HONESTLY, IT'S THRILLING.

WELL, IF IT THRILLS
YOU, IT MUST BE
EXTRA SPECIAL.
I'LL TRY IT.



**A
WEEK
LATER**

YOU'RE SOME PICKER! THAT **LISTERINE
TOOTH POWDER** IS GORGEOUS. GEORGE
IS USING IT AND SAYS IT TAKES THAT
AWFUL TOBACCO TASTE OUT OF HIS
MOUTH LIKE NOBODY'S BUSINESS.



**Give your teeth and mouth a delightful change
TRY THIS THRILLING NEW TOOTH POWDER**
—it's Soapless!

We stayed out of the tooth powder business until we could offer you something excitingly different — appreciably better. The omission of soap from Listerine Tooth Powder permits us to use thin-as-gossamer cleansers and polishers, costing up to 100% more than ordinary types. And in soap's place we use a marvelous new ingredient which out-foams soap itself. Give your mouth and teeth a treat. Change to Listerine Tooth Powder.

LAMBERT PHARMACAL CO., St. Louis, Mo.





THE CHINESE OUTFIGHT THE JAPANESE AS SHANGHAI BLAZES



GENERAL PAI

At Shanghai, the underdog Chinese Army has already made a great name for itself by outfighting the Japanese. Picture above shows the flames lighting Shanghai's evening sky as two armies fought. Damage to the city so far is estimated at \$275,000,000.

This picture looks north. In the foreground is the Whangpoo River which winds off to the right to meet the Yangtze River. Off the left is the frightened International Settlement. In the centre is the battleground—Shanghai's Hongkew and Yangtzepoo sections, the latter

all-Chinese, the former dominated by Japan. The flames etch the Chinese salient in the Japanese lines which circle along the Whangpoo.

Had the Chinese fought a defensive battle, the Japanese could easily have used a pincer movement to nip off the salient. Instead the Chinese, under General Pai Tsung-hsi (*left*), chose to attack, breaking through to the riverbank. The Japanese fleet then swept up the river, blazing away with its smaller guns. They blasted the Chinese back from the river front but on Sept. 1 the Chinese fought their way to the riverbank again. This

time they set up heavy batteries, blasted back at the Japanese cruisers. When the Japanese brought up troopships to land Army men in support of the hard-pressed Japanese marines, the Chinese guns chased the troopships down the river again. Meanwhile, in the far distance of this picture, another battle was being fought on the Yangtze to bottle up Japanese landing forces trying to march on the rear of the Chinese troops at Shanghai.

Foreign observers suspected both sides of starting fires to protect their flanks. The Japanese were fighting by rule, basing their attack on lessons learned in the similar attack on Shanghai in 1932 when only the Chinese 19th Route Army put up a fight. The Chinese are now fighting a highly individualistic war. Chinese plain-clothes men filter through Japanese lines, take up position and begin sniping. Chinese torpedo sleds attack the massed Japanese fleet. Every Chinese with a gun is using his wits for all they are worth.

But the success of the large Chinese strategy was apparently due to General Pai, appointed by China's Generalissimo Chiang Kai-shek. A famed strategist, General Pai has long opposed Chiang's passive attitude toward Japan. A decisive symptom when Japan invaded China this time was that Pai, instead of sulking in his home province of Kwangsi, rushed to Nanking to confer with Chiang and the other province commanders.



U. S. S. AUGUSTA ANCHORED IN WHANGPOO RIVER OFF SHANGHAI



REFUGEES CROSS GARDEN BRIDGE TO INTERNATIONAL SETTLEMENT

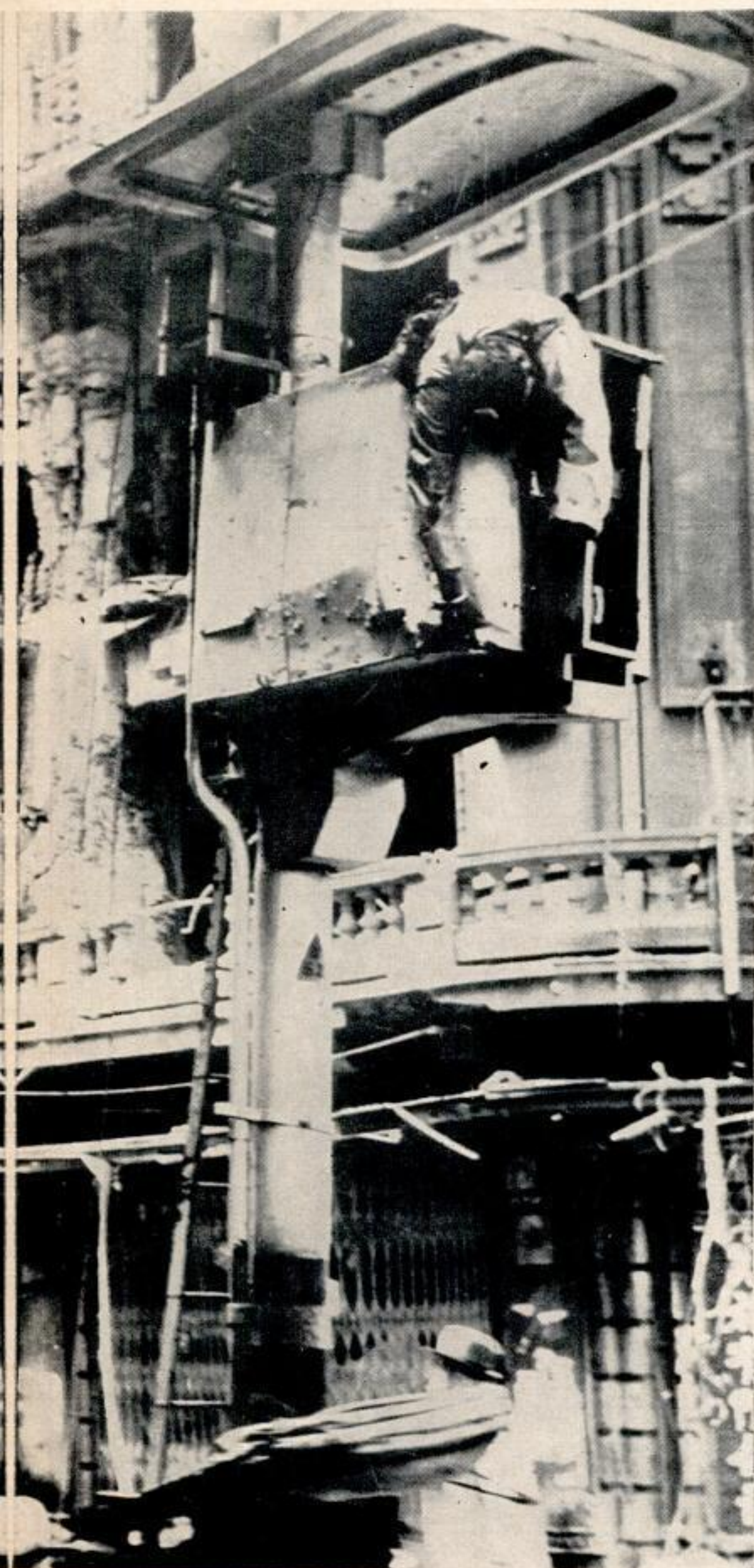
A CHINESE IS BLOWN NAKED BY CHINESE BOMB, AUG. 14, AT THE GREAT WORLD AMUSEMENT PARK ON EDGE OF THE INTERNATIONAL SETTLEMENT



The pictures on these pages show the ticklish international situation created by a sovereign independent enclavement (Shanghai's International Settlement) in the middle of war. On the opposite page (top, right) is the Garden Bridge across Soochow Creek, connecting the Settlement with the Japanese district. (Notice that traffic goes on the left in Shanghai.) The park at left is the Bund Garden. At right is the edge of the grounds of the Shanghai Rowing Club docks; beyond the kiosk entrance to the British Consulate. The U. S. S. *Augusta* (top, left) is defending the Settlement, together with British, French and Italian warships. Behind *Augusta* is Pootung where big Chinese batteries on Sept. 2 fired across the Whangpoo River on Japanese positions. Hundreds of the Chinese refugees who had crossed the Garden Bridge were killed when, on Aug. 14, stray bombs landed at the Great World Amusement Park. The naked man (bottom) can still talk, but he is being ignored by the Chinese fireman in short boots. For the bombing of the Sincere and Wing On department stores in the Settlement, Aug. 23, see right and below.



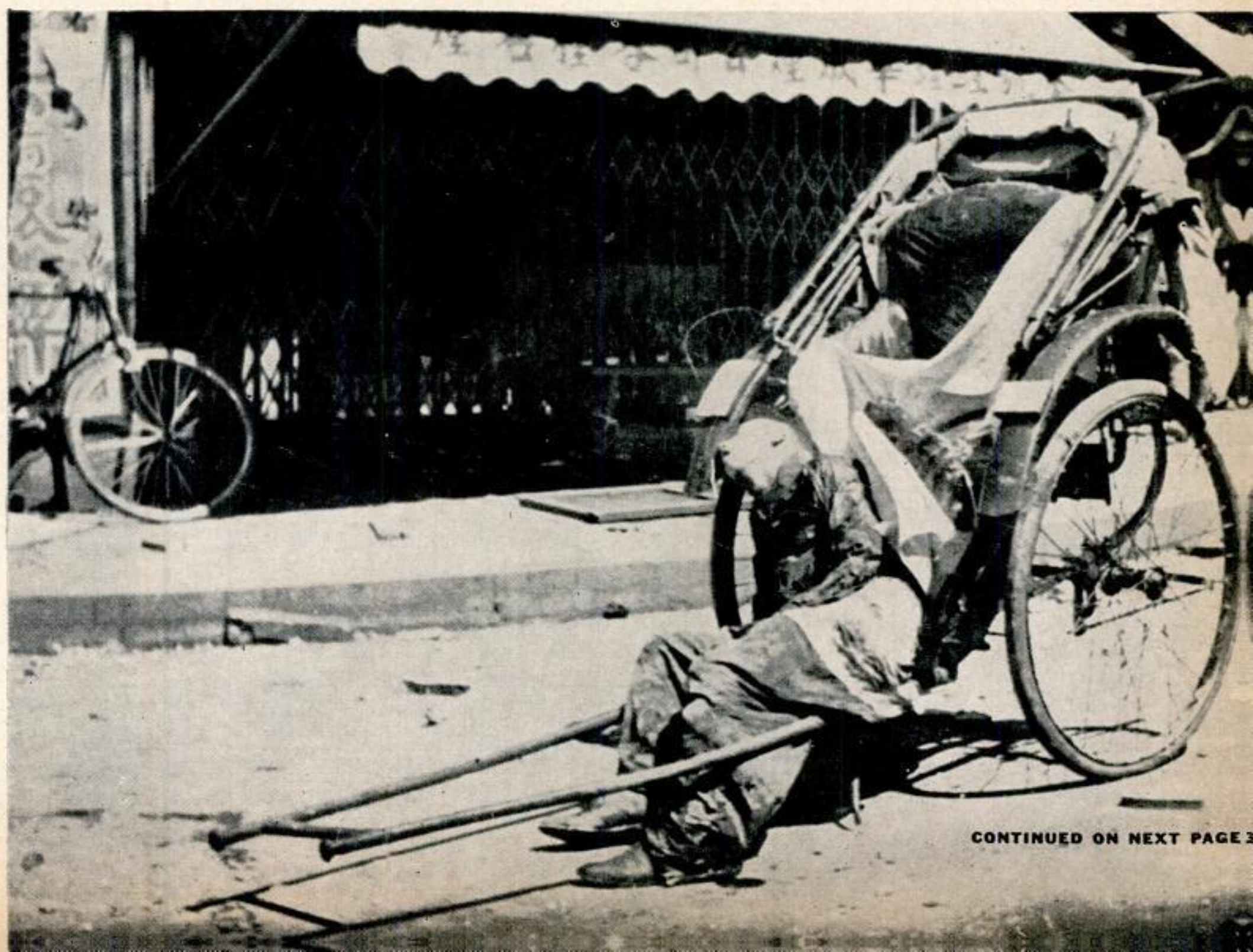
CLEARING THE WRECKAGE OF THE SINCERE (LEFT) AND WING ON (RIGHT) STORES



This dead policeman, a British Sikh from India, hung unnoticed from his booth for several hours after the explosion, Aug. 23, at the Sincere and Wing On stores. His job was to control the traffic lights. In background, the Sincere. At top right, Settlement police and trucks clear away wreckage. The picture looks down the Nanking Road toward the Whangpoo River—the Customs House rising in far background.



A GREAT BLOODSTAIN ON WING ON'S PAVEMENT (ABOVE) AND A RICKSHA COOLIE (BELOW)



CONTINUED ON NEXT PAGE 26



Masses of ignorant coolies were made paupers by the movements of armies fighting for Shanghai. When they could, they took refuge in the International Settlement and, as shown above, slept by the thousands at night on the sidewalks against the store fronts. The parents of these children managed to save these two quilts from their home before they fled.

Even worse off were the 6,500 prisoners in the Settlement's Ward Road Jail, directly in line of fire. After some 500 convicts had been turned loose, the Japanese refused to allow any more to go free, charging that they were being conscripted into the Chinese Army. Shells and bombs continued to pound the Jail, killing 8, wounding 70, driving scores insane (*below*).



THE CHINESE FIGHT BACK IN THE AIR AND SHOOT DOWN TWO JAPANESE PLANES

On Aug. 15, a Japanese squadron of twelve heavy German-made Heinkel bombers flew 150 miles up the Yangtze River from Shanghai to Nanking, China's capital. They dropped their bomb loads on Nanking Airdromes, base of part of the Chinese air fleet, destroyed at least the anti-aircraft-gun crew and a plane under repair. But before the Japanese could get away, Chinese fighters were up and on their tail, later claimed to have shot down six of the twelve.

Photographer Walter Bosshard got the exclusive pictures on this

page of two of the destroyed Japanese planes. After he had developed these prints, the negatives were confiscated by the Chinese Nationalist Government. The Japanese planes were supposed to have flown the 600 miles from the Japanese island of Formosa off the China Sea. They claimed to have destroyed "scores" of Chinese planes but the Chinese admitted only the plane shown below. Chinese squadrons counterattacked at Shanghai from Aug. 28, were extremely effective but up to Sept. 3 had not succeeded in sinking a Japanese battleship.



This smear of men and materials was an anti-aircraft gun and crew, until hit by a bomb. *Right rear, a burned plane.* Anti-aircraft is showing up better in China than in Spain.



Remnants of a Japanese bomber shot down over Nanking by a Chinese pursuit plane. Chinese pilots gloated that Japanese seemed "mesmerized" when an enemy plane got on their tail.



Fuselage of a Japanese bomber fell 300 yd. away from the tail, into a puddle in a rice field. (Japanese officers denied that any of their planes had been shot down in the raid.)



The propeller of the plane, lying by itself, is a Hamilton, made in the U. S. The motors and many of the instruments were German, the whole assembled in a Japanese aircraft factory.

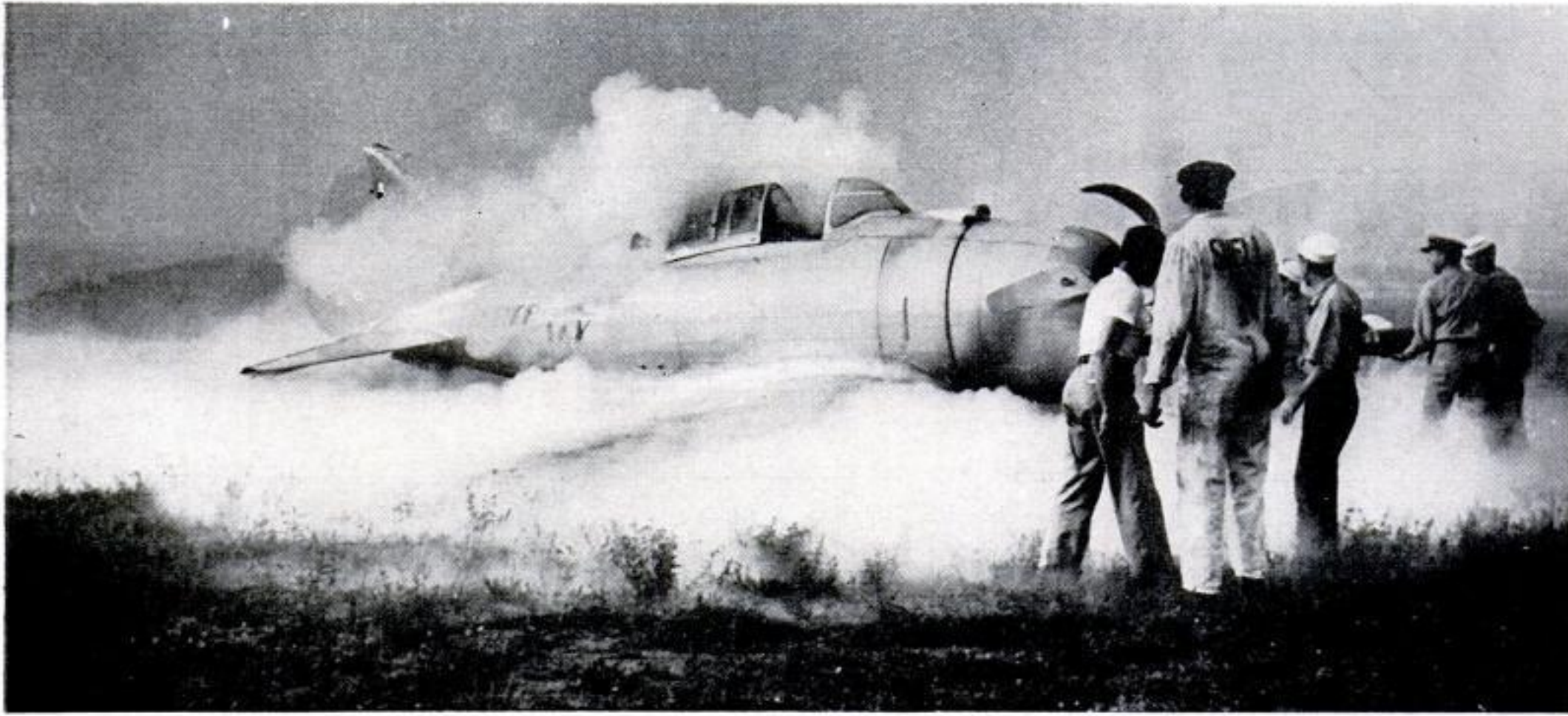


Two Japanese pilots were killed instantaneously and hurled far from their plane in the Nanking fight. Their clothes had been partly burned off before their ship hit the ground.



This pilot tried to bandage himself before he was found dead, defying the Japanese rule that pilots, before capture, kill themselves by hara-kiri after setting fire to their planes.

LIFE ON THE AMERICAN NEWSFRONT: DE SEVERSKY'S "FASTEST PLANE" COMES A CROPPER



The newest Seversky racer, which can reputedly do 400 m.p.h. and was an entry in the Bendix Derby, was being tested on Sept. 1 by its designer, Major Alexander P. de Seversky.

As he landed at Floyd Bennett Field, L. I., a wheel locked, causing it to ground-loop. A spurt of flame from the underside was quickly extinguished by chemicals, which raised a cloud of smoke.



Major de Seversky, who lost his right leg in the War and is now a leading U. S. plane designer, was unhurt. Two days later a Seversky plane won the Bendix race.

RADIUM QUEEN GOES TO TOWN WITH HER NEW RICHES



Josie Bishop, whose picture (above, left) appeared in LIFE, Aug. 30, is the oldtime desert rat who lately announced that she had discovered one of the world's richest deposits



of radium-bearing ore on her claims near California's Red Rock Canyon. Before getting around to building a home for old prospectors and miners, as she promised, new-rich



Mrs. Bishop went to San Francisco, Sept. 1, to spend some money on herself. First she got a manicure and permanent wave (centre), then trotted off to buy some stylish clothes.

THREE CHILDREN COME INTO THE WORLD AS SIX GO OUT



In Jersey City, N. J., Mrs. Loretta Rushman, 37 (centre), and her two stepdaughters, Mrs. Irene Hampton, 18 (left), and Mrs. Louise Rutherford, 22 (right), maternally ponder the relationship of their new babies, all born between 1 a.m., Aug. 26 and 6:10 p.m., Aug. 28.



In Denison, Iowa, Sept. 2, in one dark casket and six light ones, Mrs. Elsie Nollen, 30, wife of a young tenant farmer, and her six children, aged 2 to 11, were buried together. Tired of life, Mother Nollen had killed all seven with exhaust gas from the family automobile.

LIFE ON THE AMERICAN NEWSFRONT: 1,300 MARINES SAIL FROM SAN DIEGO FOR SHANGHAI



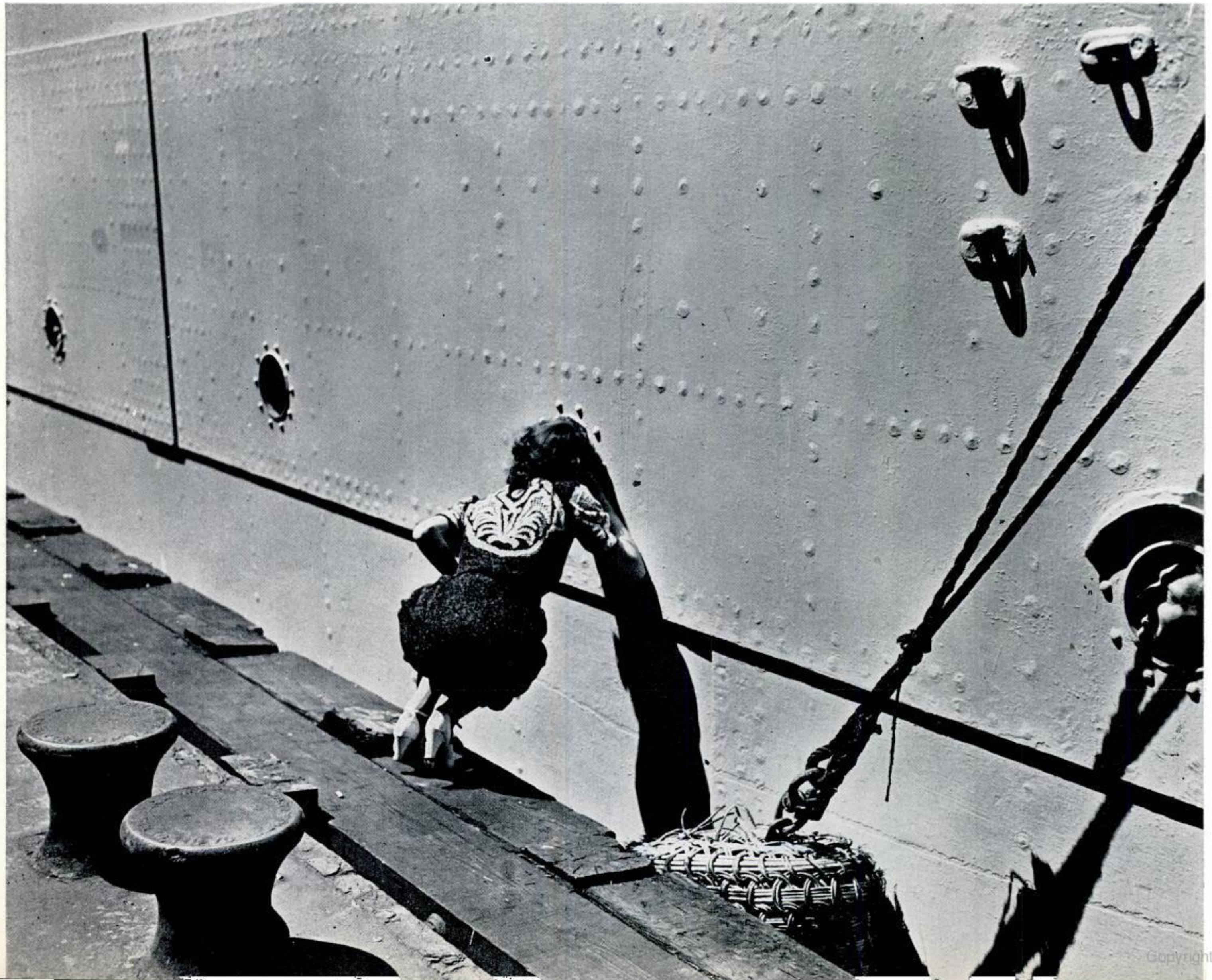
William B. Benton, who resigned the board chairmanship of Benton & Bowles advertising agency and became vice president of the University of Chicago, returned from China just before a shipload of U. S. marines sailed for Shanghai. "I view with alarm," said Traveler Benton, "the sending of more marines to China. . . . It may drag us into the conflict."



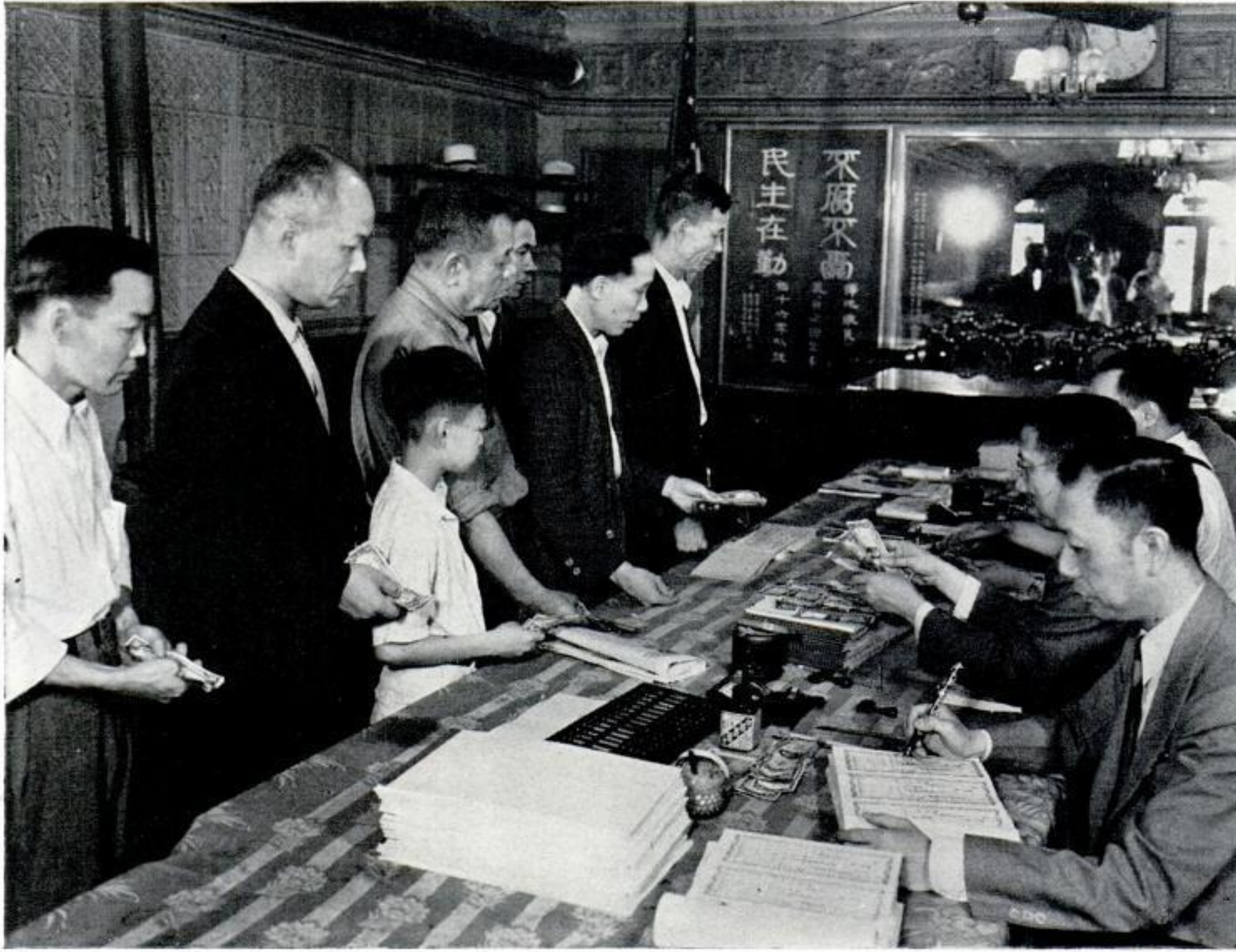
The marines were so anxious to get into the thick of the trouble in China that this scene occurred on the dock at San Diego, Calif. A leatherneck, attempting to scramble off a truck while loaded down with a rifle, knapsack, canteen and cartridge belt, fell on his face. On Sunday, Aug. 28, the transport *Chaumont* and the light cruiser *Marblehead*

sailed from San Diego with 1,300 marines to reinforce the 1,000 already stationed in Shanghai. With them went Brigadier General John C. Beaumont, who will take command of all the marines in China about Sept. 21, have the job of protecting U. S. lives and property in an area where the usual rules of "civilized" warfare seem not to hold.

A DEPARTING MARINE GETS A FAREWELL KISS FROM HIS SWEETHEART THROUGH A PORTHOLE OF THE TRANSPORT "CHAUMONT"



LIFE ON THE AMERICAN NEWSFRONT: CHINESE-AMERICANS RAISE \$2,000,000 TO FIGHT JAPAN



CHICAGO A steady stream of Chinese men and boys, each bringing money, keeps four clerks busy at the Chinese Emergency Relief Society. When the overlords of Chicago's Chinatown set themselves a quota of \$300,000 to help their country fight Japan, they put contributions on a compulsory basis. Each able-bodied man

was assessed \$10 and each Chinese store \$1,000, with large stores expected to give more. None refused. Two weeks after the drive began the Relief Society had taken in \$200,000. Chicago Chinese, unlike those of other cities, did not send cash to the Nanking Government but sent tetanus antitoxin and other medical supplies direct to Shanghai.

Every big U. S. city has its foreign groups with their own traditions, customs, loyalties. When the nations of the old world are stirred by wars and political storms, these U. S. foreign groups are likewise stirred. At present the nation's Chinatowns are in a state of high excitement. American Chinese, long impatient with their country's spineless policy toward Japan, have watched with joy the apparent stiffening of that policy. To help fight China's undeclared war with Japan, they are digging deep into hidden stores of wealth. By Sept. 3, the money-raising drive had netted \$2,000,000 in U. S. Chinatowns, nearly two-thirds of it in San Francisco.

Meanwhile the politics of Europe—the recent cordiality between Hitler and Mussolini—found its reflection in a rally of the German-American League at Yaphank, L. I. Squad by squad with the "American Nazis" marched the American-Italian Fascists.



Nearly \$1,250,000 has passed through the accounts of these two bookkeepers of the Chinese Consolidated Benevolent Association in San Francisco. All money that the Association collects is forwarded to the Nanking Government.



SAN FRANCISCO A pretty actress from the Great China Theatre leaves a laundry where she has just sold a ticket to a benefit performance. Proceeds of the performance will help to swell the nearly \$1,250,000 which San Francisco Chinese have raised.

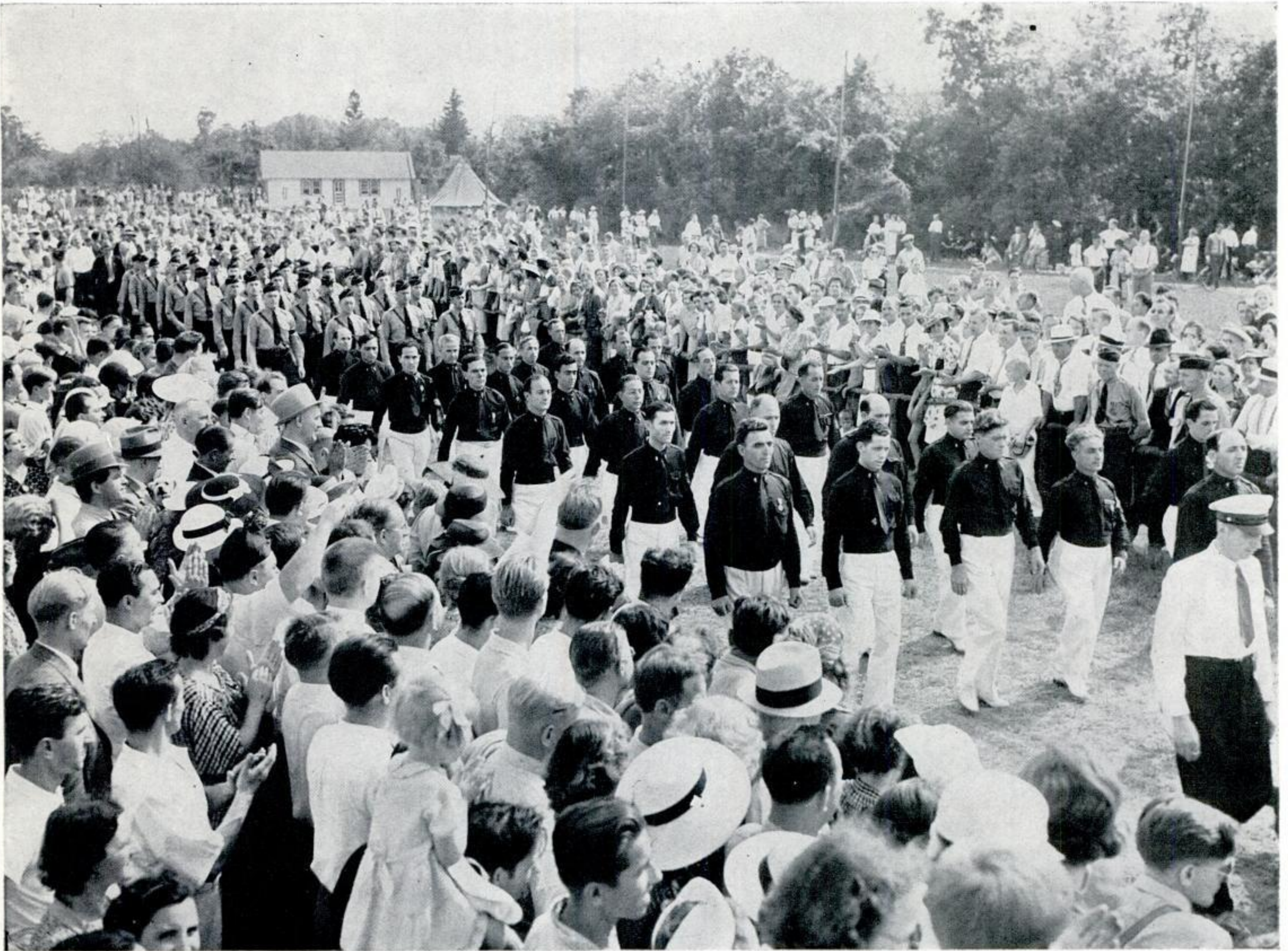


NEW YORK Newspaper editions with big news of the war are pasted in shop windows and Chinese who ordinarily insist they cannot speak English gather quickly to read the dispatches. New York's Chinatown has raised about \$300,000 for the Nanking Government.



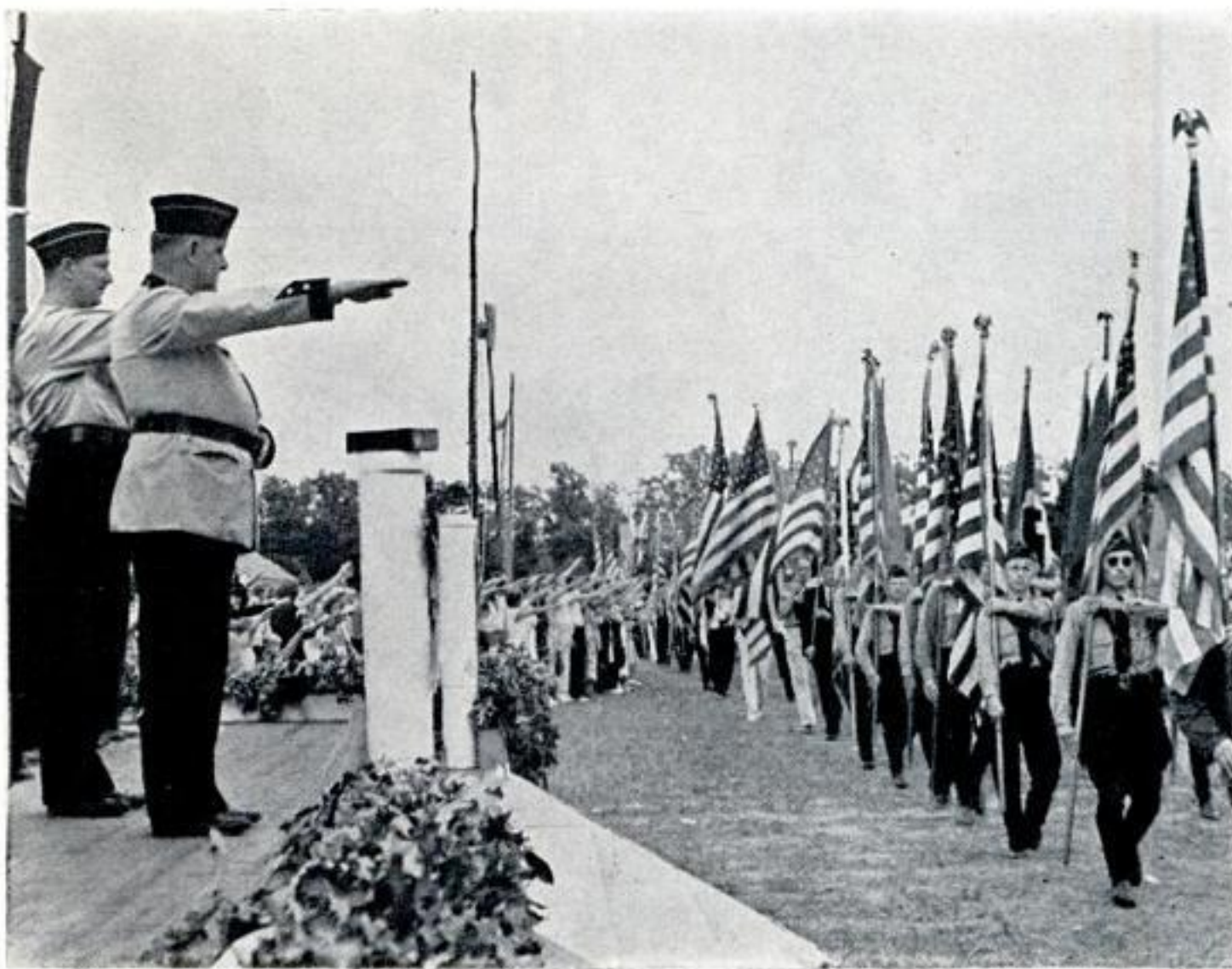
SEATTLE Alice Chin, aged 9, sells a paper rosebud to patriotic Louis Gar Dot whose son has gone to Shanghai to enlist in Chiang Kai-shek's air force. Rosebuds bring from 1¢ to \$1,000 apiece and have helped Seattle Chinese to raise \$100,000 for their countrymen.

WHILE THE GERMAN-AMERICANS AND ITALIAN-AMERICANS HOLD A FASCIST RALLY AT YAPHANK



A German-Italian "army" marches on American soil at Camp Siegfried, Yaphank, L. I. Yaphank is the place where American recruits trained to fight Germany in the World War. Now it serves as a drill ground for the German-American League, an organization whose activities are being investigated by the Department of Justice. On Aug. 29, the brown-

shirted Yaphank Nazis had as their guests a black-shirted squad (centre) from the Circolo Mario Morgantini, an Italian-Fascist organization in New York. This demonstration of solidarity brought extra *heils* from the crowd, made visitors wonder whether, if Germans and Italians march together in America today, they may not march together in Europe tomorrow.



The "American Führer," burly Fritz Kuhn, salutes the color guard. The Yaphank Germans are always careful to carry U. S. flags in equal number with the swastika flags of the Third Reich. Führer Kuhn made an impassioned speech, insisting that what look like military drills to enemies of the "American-Nazi" movement are merely "calisthenics."



A Nazi jeer at "snoopers" is this "munitions" display at Yaphank. The "cannon" with the mock label of the Krupp iron works consists of a pair of cart wheels and a stovepipe. Representative Samuel Dickstein of New York goaded the Department of Justice into an investigation of American-Nazi activities which is officially "still in the bird-dog stage."

IN GALLUP, N. M., 5,000 INDIANS FROM 16 TRIBES GATHER FOR CEREMONIAL DANCES



In covered wagons, on horseback and in shiny sedans, 5,000 Indians streamed into Gallup for the Intertribal cere-

monial backed by New Mexican businessmen. Indians and traders did a thriving business in jewelry, pottery, blankets.

The caravan of covered wagons (left) is filled with Indians. They are headed for Gallup, N. M., where, on Aug. 25-27, some 5,000 of them took part in an Intertribal ceremonial. Most of them were Navajos, but 15 other tribes were represented, including Hopis, Apaches, Kiowas, Zunis, Arapahoes and Shoshones. Not all came in wagons, for some have struck it rich in oil and now drive sedans.

For three days the Indians abandoned the ways of civilized men and returned to the primitivism of their ancestors. They stripped themselves of all but loincloths. They painted their bodies with clay. They paraded in the garbs of their medicine men. They sang their primitive songs. Finally, with solemn fervor, they danced the legends of their gods: the devil dance, the rainbow dance, the mud dance, the wolf dance and the flower dance.

A squaws' relay and a watermelon-eating contest struck a more modern key. Sole disturbance was a row over a broncobusting award, amicably settled with a lone policeman's help. To see 5,000 Redmen in ceremonial festivities, 7,000 pale-faced visitors packed Gallup, jammed its hotels, paid \$2 for grandstand seats, produced much lucrative trade.



Navajo mud dancers in loincloths roll in mud, "capture" another Indian, "brand" him with mud. Performers of this tribal dance have the privilege of "initiating" anybody they choose.



The mud dance victim (at left), like several other Indian spectators, was roundly dipped in puddles left by a recent downpour. Note Indian in background pulling horse's tail.



Zuni Indians march, like 15 other tribes, with a neat sign indicating their tribe. Their women are proud of their pottery skill and of the way they balance vessels on their heads.



Navajo fire dancers circle one of five bonfires with unlighted torches of bark fibre. The braver ones reach into the blistering heat, light their torches, then dance wildly.



APACHE CHIEF DAKLUGIE

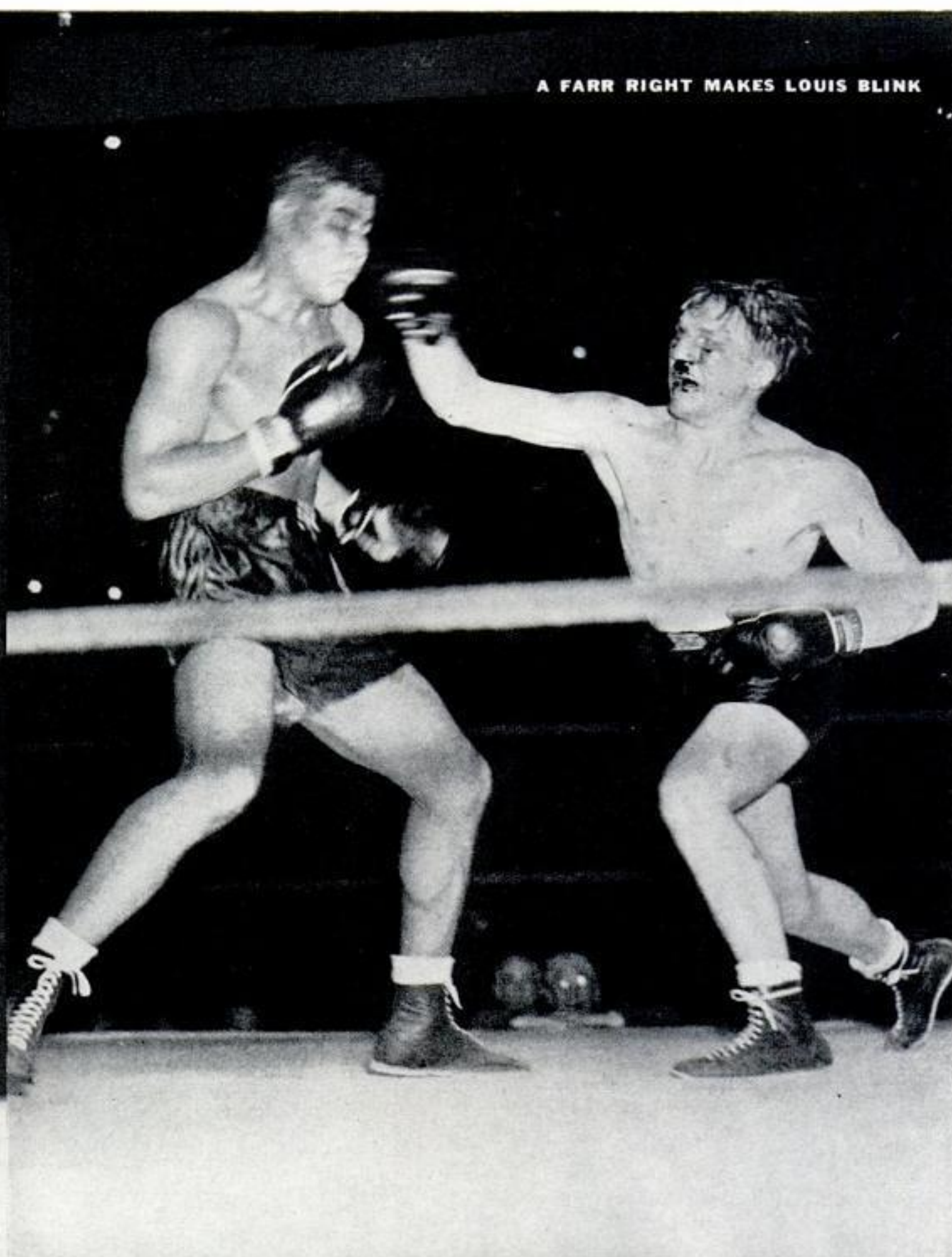
Chief Asa Daklugie was, half a century ago, a sworn foe of the white man. With his uncle, the great Apache Chief Geronimo, he fought a bitter fight against the white invasion. Captured, he was taken to Florida, removed to Alabama, later to Fort

Sill, Okla. After 25 years he was allowed to settle at Mescalero, N. M. Today, at 65, a plump and peaceful Indian with the scars of battle still on his face, he puts on beaded ceremonial shirt to watch his tribesmen dance the ancient rituals at Gallup.

A LOUIS LEFT TO FARR'S FACE



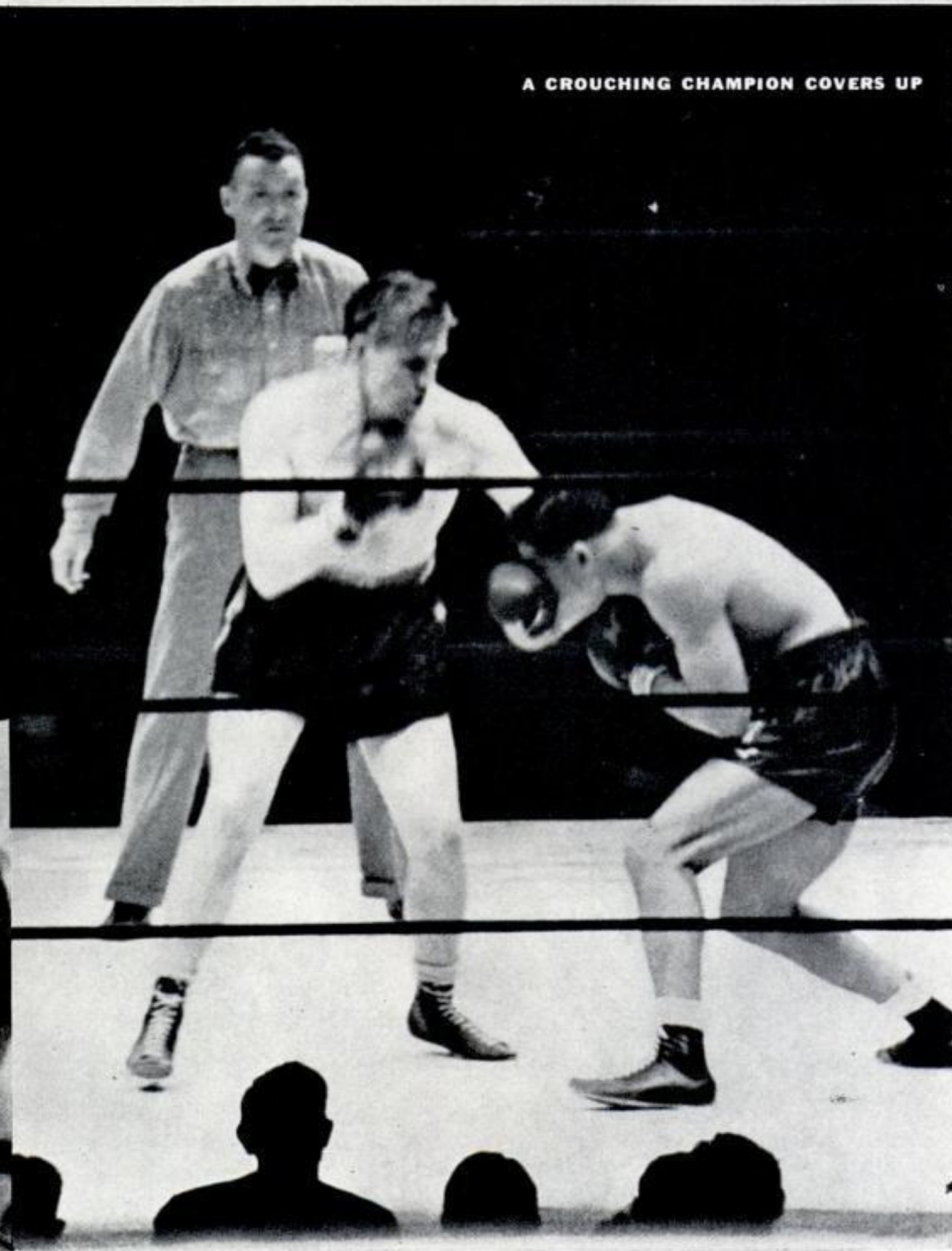
A FARR RIGHT MAKES LOUIS BLINK



LOUIS SWINGS A WILD LEFT



A CROUCHING CHAMPION COVERS UP



LOUIS KEEPS TITLE BUT LOSES PRESTIGE AS FARR FIGHTS GAMELY TO THE LAST BELL

In his first defense of the world heavyweight championship at Manhattan's Yankee Stadium Aug. 30, Joe Louis won a 15-round decision on points over Tommy Farr and a salvo of boos from 37,000 spectators. Before the fight the betting was even that the Negro champion would knock out the Welsh challenger in the first five rounds. What was generally expected to be an evening of one-sided carnage resolved itself for the most part into a comparatively inconclusive jabbing match. Not once in all 15 rounds was either fighter knocked flat.

Except for two rounds, Louis failed miserably to show the stuff with which he won the title from Braddock in June. In the fifth, after a long series of left jabs that gave him only a technical edge, he uncorked a right to Farr's temple that sent the Welshman reeling. In the thirteenth, Louis caused Farr to buckle with a left hook to the jaw. But mostly the challenger refused to be awed by the champion and, despite a badly bleeding face, exhibited plenty of courage in exchanging left punches.

For views of several ex-heavyweight champions who were present at the Farr-Louis fight, see below.



Survivor Farr at fight's end had cuts under both eyes, red welts on his head, a badly injured finger on his right hand.



Survivor Louis had a "mouse" under his right eye (under towel above), almost broke his right hand, twisted his left.

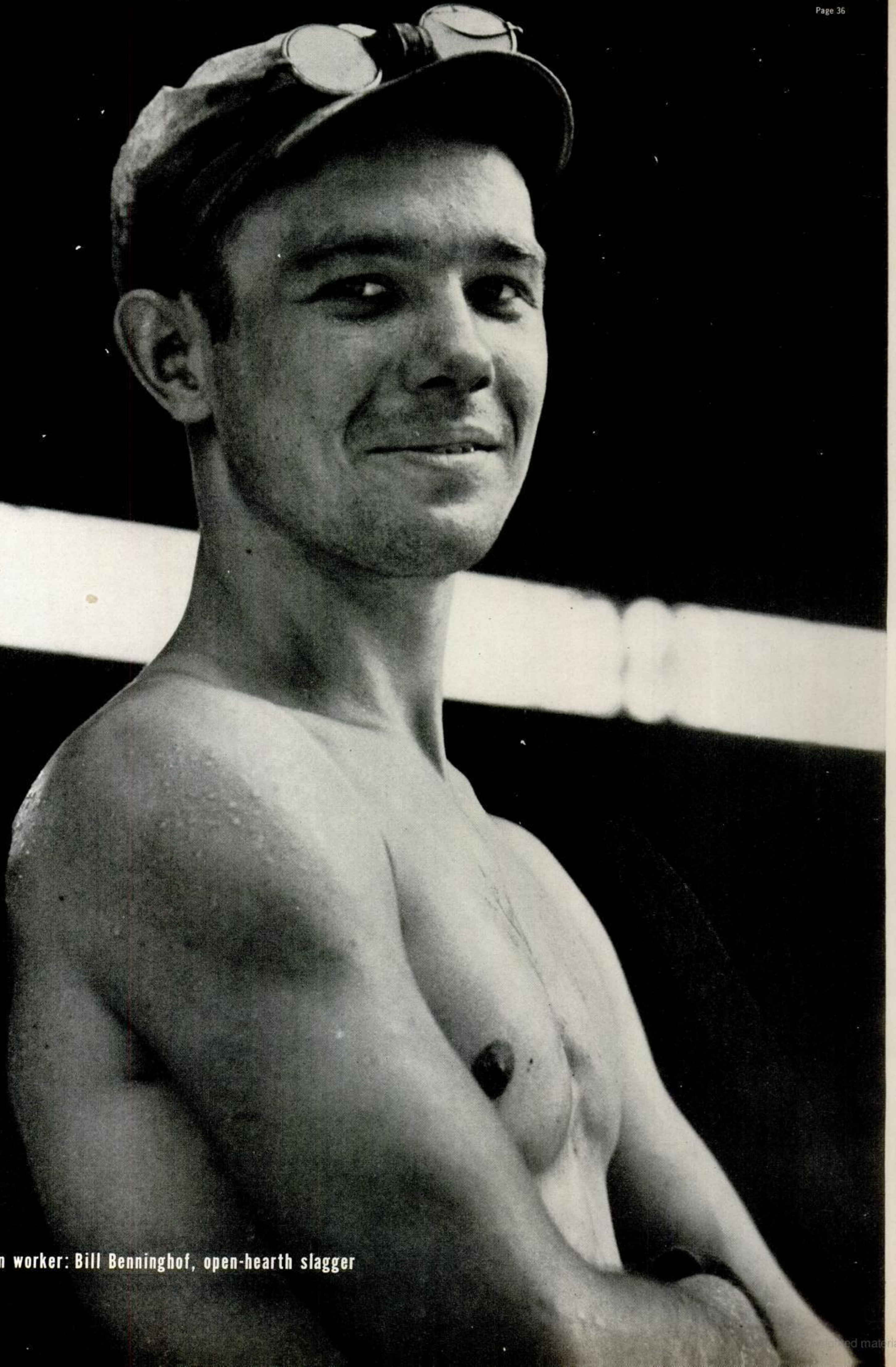


Seven ex-heavyweight champions saw the Louis-Farr fight and freely commented on the champion's sluggishness. The historic photograph above includes the former titleholders. Left to right with heavyweight championship dates: Referee Arthur Donovan; Jack Johnson (1910-1915); Jim Braddock (1935-37); Sixto Escobar, bantamweight champion; Cerafino Garcia, welterweight; Fred Apostolox, middleweight; Benny Leonard, ex-lightweight champion; Lou Ambers, lightweight champion; Barney Ross, welterweight champion; Pedro Montanez, lightweight; Jack Sharkey (with face hidden, 1933); Mickey Walker, ex-middleweight champion; Gene Tunney (1926-1928); Jack Dempsey (1919-26); Marcel Thil, middleweight champion; Max Baer (1935); and Max Schmeling (1932). Absent were Heavyweight Champions Jess Willard (1915-1919) now on a California farm and Primo Carnera (1934) running a café in Rome.

Comments on the Louis-Farr battle—**Dempsey**: "Fifteen years ago, against that sort of fighting I would have sent Jack Kearns out to do the fighting and I would have stayed in

the corner." **Johnson**: "Give me three pork chops and a breath of fresh air and I'll challenge 'em both." **Sharkey**: "To think they used to boo me! That's not the same Louis who knocked my head off." **Tunney**: "Very interesting engagement. Very!" **Braddock**: "If he had fought the same fight against me that he did against Farr, Louis never would have taken the title. I may be bad, but not that bad." **Schmeling**: "I will beat Louis every day in the week and twice on Sundays. He didn't try for a knockout because he was scared he might get hurt. Louis doesn't come through with a real one-two any more. He is afraid to be off balance with the second punch—afraid that he will be 'schlaged' in the head the way I hit him." **Baer**: "I could beat 'em both. I am the greatest fighter in the world. Whatta you think of this suit I got on? Paid 200 smackers for it in London. Class, kid, class. That's Maxie."

Said Louis: "I could have knocked him out if my right hand didn't get hurt." Said Farr: "Louis was the best and cleanest fighter I ever met. I think I fooled a lot of people, including Louis. Now I'd like to fight him again, with a little side bet of \$5,000."



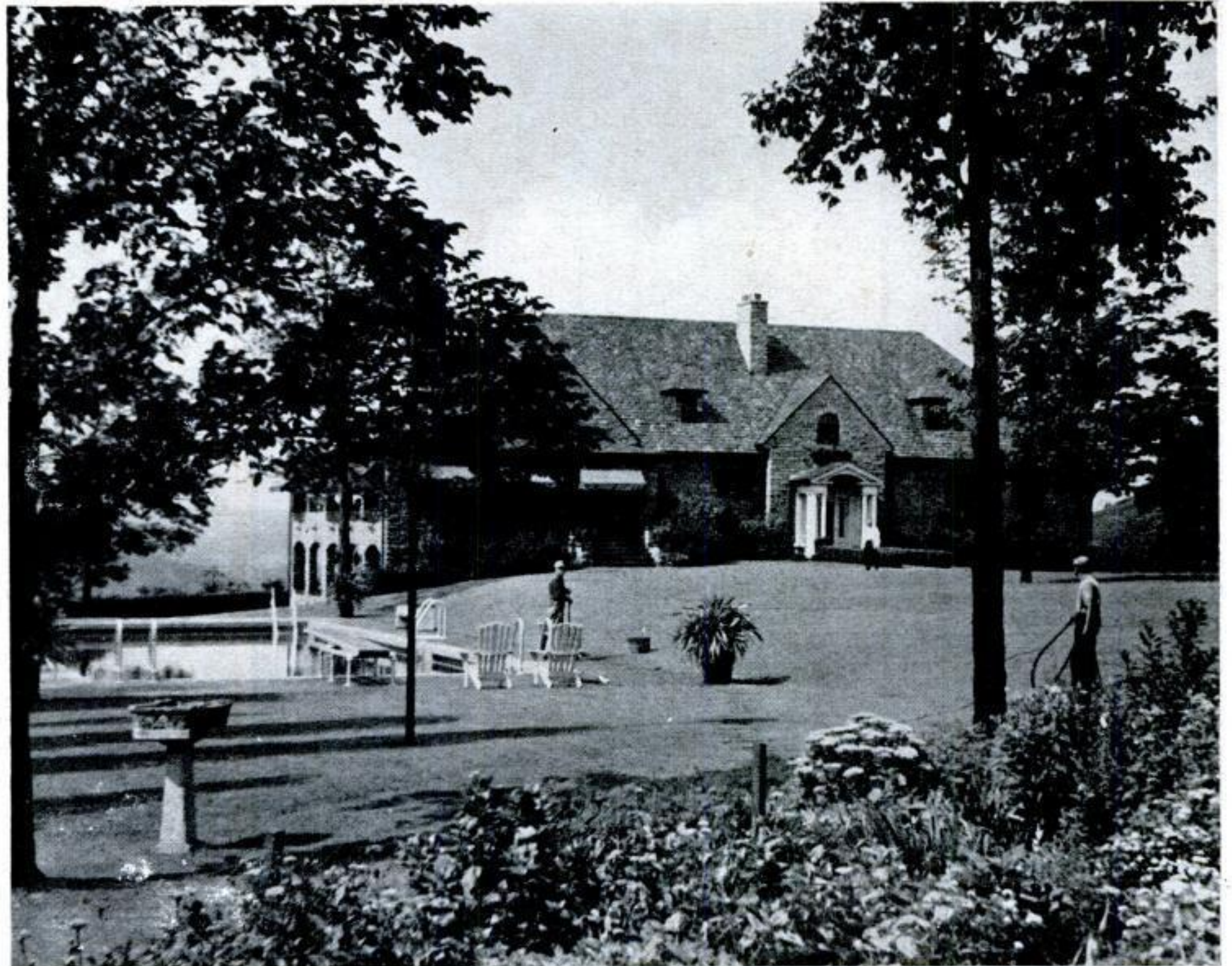
Weirton worker: Bill Benninghof, open-hearth slagger

WEIR'S WEIRTON: A WEST VIRGINIA STEEL TOWN WITH A DIFFERENCE

Photographs for LIFE by Carl M. Mydans

At the bottom of this page is a picture of a typical street in Weirton, W. Va. Weirton is a steel town. Though, like most steel towns, it is unsightly, it is by no means one of the worst. Perhaps this is because it is run by Ernest Tener Weir, the gentleman whose face appears on the cover of this issue. Among U. S. steelmasters Mr. Weir is noted for the militant conservatism of his economic views and the excessive ruggedness of his individualism. In fact, his company is now being accused in a National Labor Relations Board hearing of supporting a company union, firing union men, having organizers beaten and otherwise violating the Wagner Labor Act. Mr. Weir's blanket answer is that he does not propose to let any one tell him how to run the business he built from the ground up (LIFE, Sept. 6).

But whatever the complexion of Ernest Tener Weir's political views, he is no conservative in business. Weirton is a steel company and a steel town with a difference. The spot on which it now stands was, only 27 years ago, a strip of farmland between the Ohio and the West Virginia hills. In the valley Ernest Weir built one of the world's most modern steel mills. On the hills he built homes for his workers, a stadium for their children and a swimming pool. In Weirton today opinion is divided as to whether these benefits compensate for living in an unincorporated town which has no municipal government of its own, no police force or fire department except the company's and which depends on Ernest Tener Weir for electricity, water, gas, sewage and paving.



The Lodge, perched on a bluff, is Ernest Tener Weir's home when he stays in Weirton. In this gray stone house,

where visiting tycoons are entertained, Steelmaster Weir's niece was married, Aug. 27. Next door is the country club.



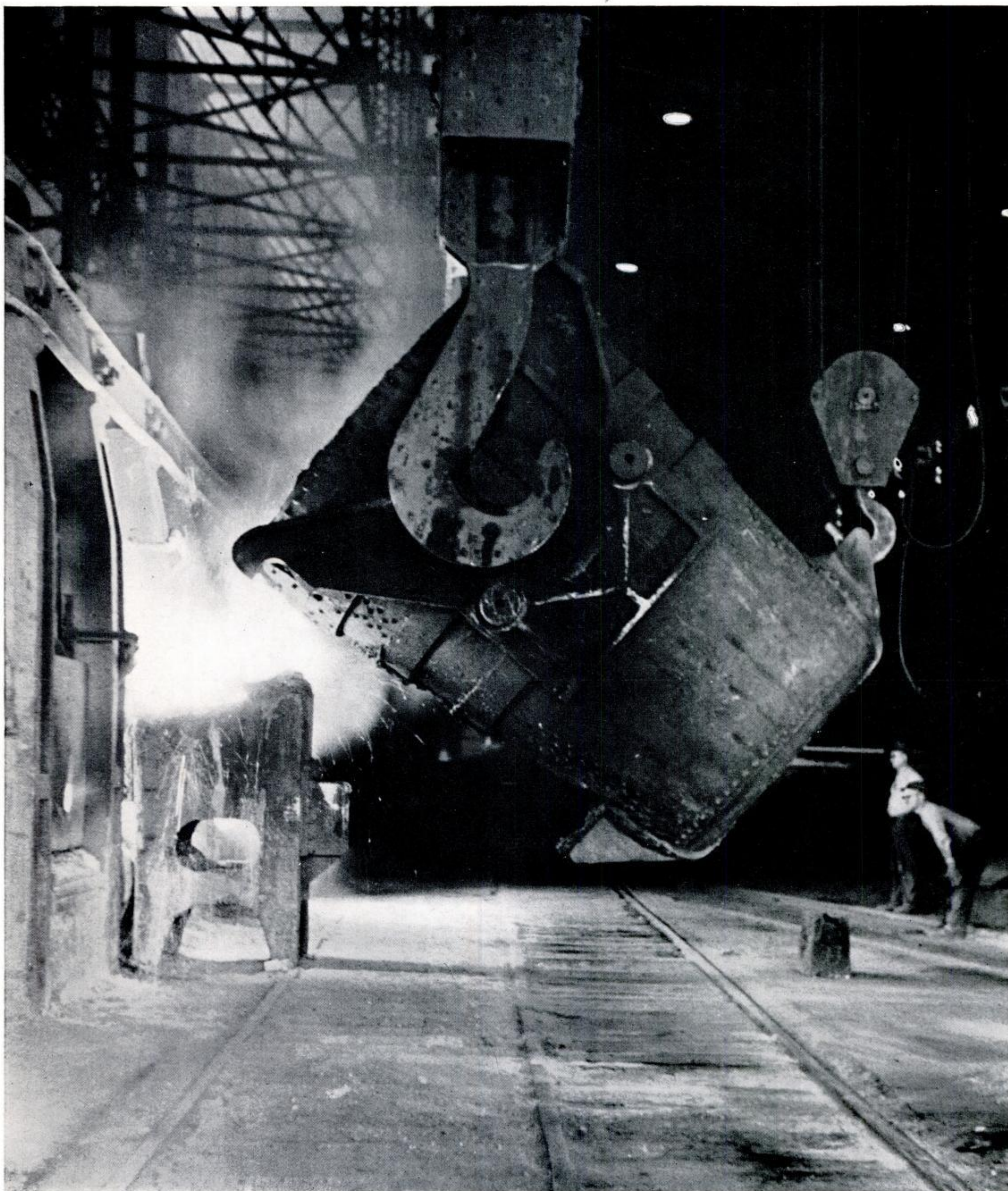
LIKE MOST WEIRTON STREETS, AVENUE B IS NOT PAVED AND ITS WORKER HOMES ARE LITTLE BRIGHTENED BY SOOTY SHRUBS AND VINES

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WHEN THE TIN-MILL ROLLERS JAM, RED-HOT STEEL PLATE BUCKLES UP LIKE CHRISTMAS CANDY
IN THE FIERY PIT BELOW THE OPEN HEARTH, A STREAM OF MOLTEN STEEL SPILLS FROM LADLE TO FLOOR





WORLD'S BIGGEST LADLE

Molten iron is poured into furnace

In the open-hearth shed of the Weirton steel plant is the world's biggest ladle. Carl M. Mydans took this picture of it as the traveling crane overhead lowered it, tipped it up, poured its tons of molten iron into the furnace at left. Next, the charging machine will clang down the tracks in the foreground and chuck several carloads of scrap into the blazing

bath. Dolomite ("lime") and the correct proportion of alloy metals complete the charge. After eight hours of boiling in 3,000° F., the steel is ready to be tapped into the big ladle resting in the earthen pit behind the furnace (*opposite*). Though many may disagree with Ernest Tener Weir's social views, nobody can deny that as a steelmaker he has few equals.

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Weir's Weirton (continued)



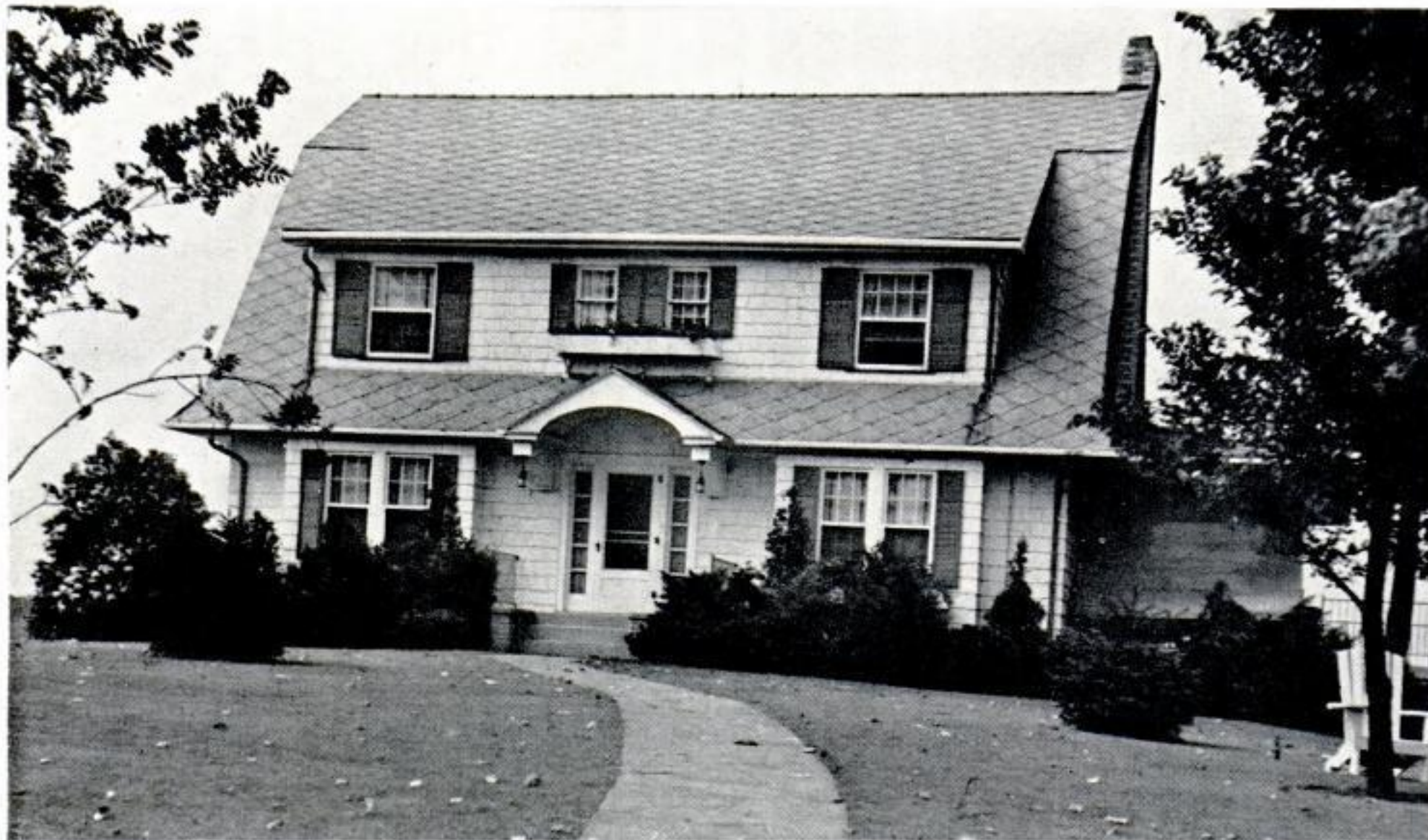
After his hot furnace shift, Bill Benninghof (see page 36) takes a cool swim in Mr. Weir's pool.



In the top bracket of Weirton steelworkers is O. D. Pratt, a gauger in the strip hot mill. He works five days a week, earns a top wage of \$12.50 a day.

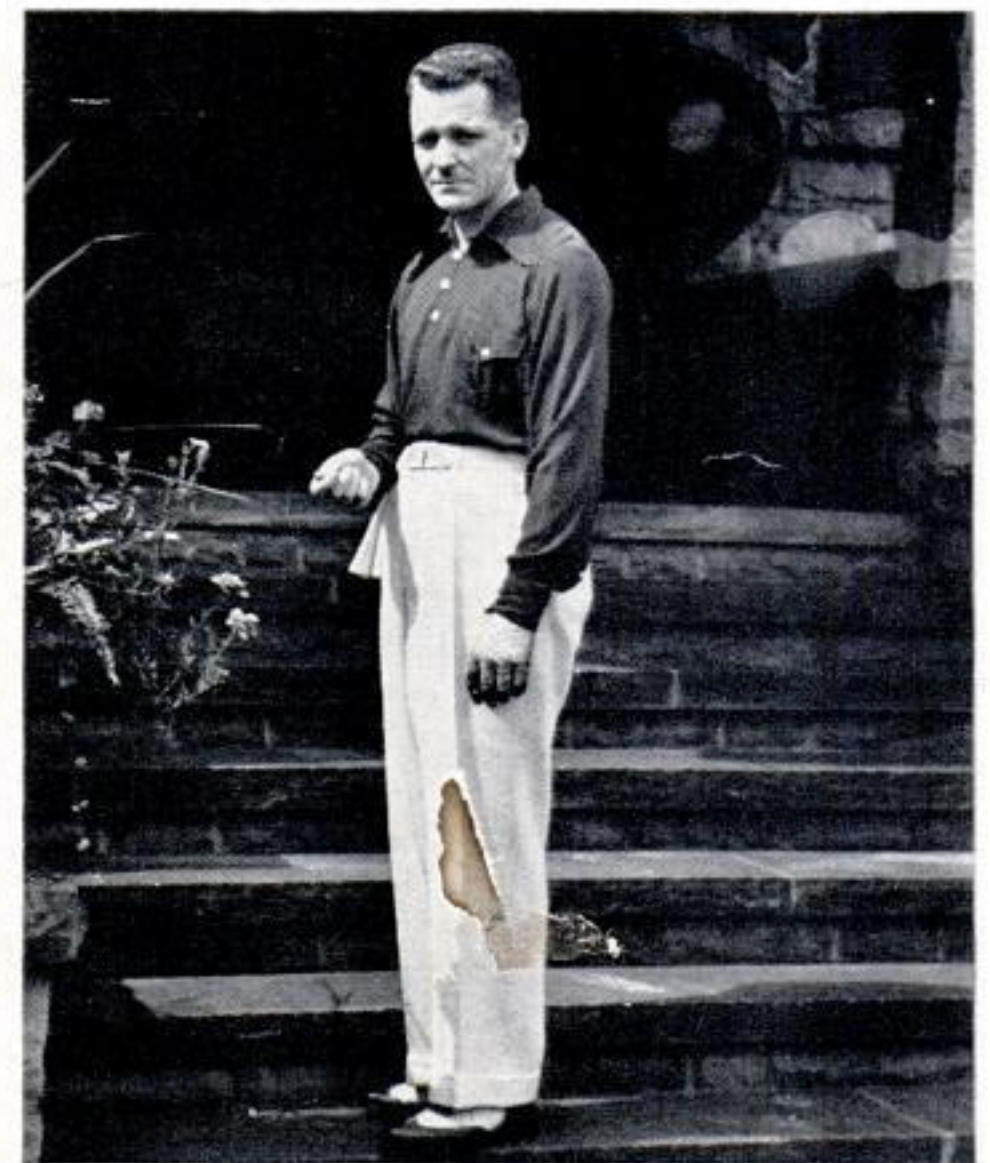


On Saturday afternoon, Gauger Pratt changes from mill clothes to white slacks for a game of golf.



Weirton president's home, set modestly on a hilltop near the country club, is scarcely more pretentious than the

homes of some crack Weirton workers (see below). President Mill'sop, when a youth, was an open-hearth worker himself.



Thomas E. Mill'sop became president of Weirton at 37 in 1936. He is the youngest chief executive in steel industry.



Weirton worker's home, with neat lawn and modern awnings, belongs to Don Ackley, a first helper on an open-

hearth furnace. With a top wage of \$15.95 per day, he is in the uppermost bracket of skilled steel-mill employees.

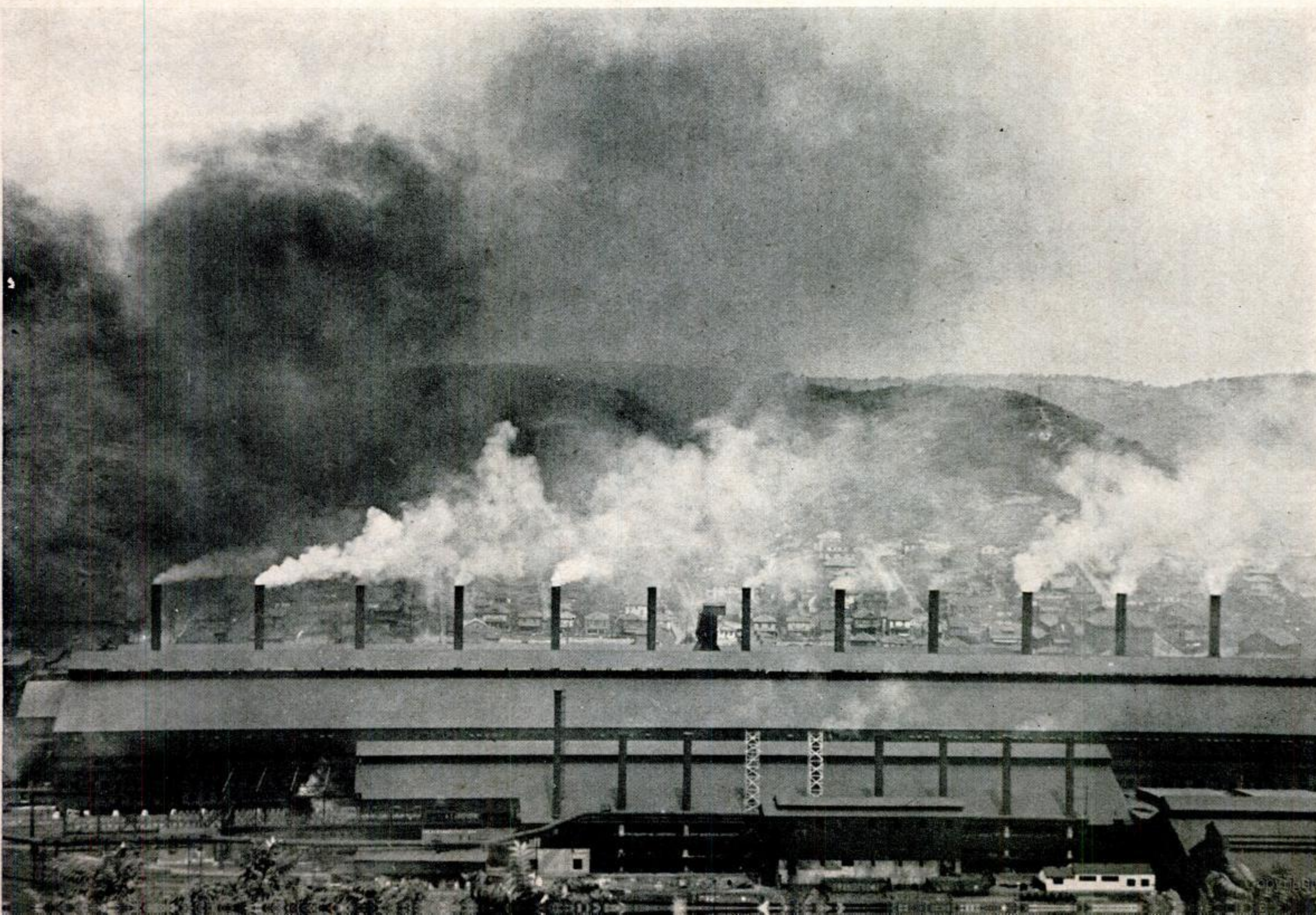


Don Ackley, who lives in house at left, golfs on the 18-hole course above the mill in slacks after his open-hearth shift.



Weirton's country club looks down, over a sharp bluff, on the belching stacks of the open-hearth shed (*below*). On windy days the black smoke billows down on golfers. Far below, to the left, flows the Ohio River. Across the way, pitched on unpaved streets that straggle up the hills, are homes of lower-bracket steelworkers. The country club, where mill executives and skilled workers fraternize, is named after J. C. Williams, Weir's partner and, until his death in 1936,

mill president. The story is that one Saturday afternoon he drove to the top of this bluff, looked down on the bald mill town below, and decided that what it needed was a golf course. Always a man of action, he had steam shovels leveling off the ground before nightfall. Like other Weirton enterprises, the country club is no philanthropic institution. To enable it to pay its way, golf-minded steelworkers must put up \$100 for initiation fee, \$44 a year for dues.





Ripley sleeps in this 600-year-old Italian walnut canopy bed



The main staircase of Ripley's house is lined with stained-glass windows and wood carvings of saints. Ripley picked

up some of the windows in England, had them copied by American glassmakers. The wood carvings come from Italy.



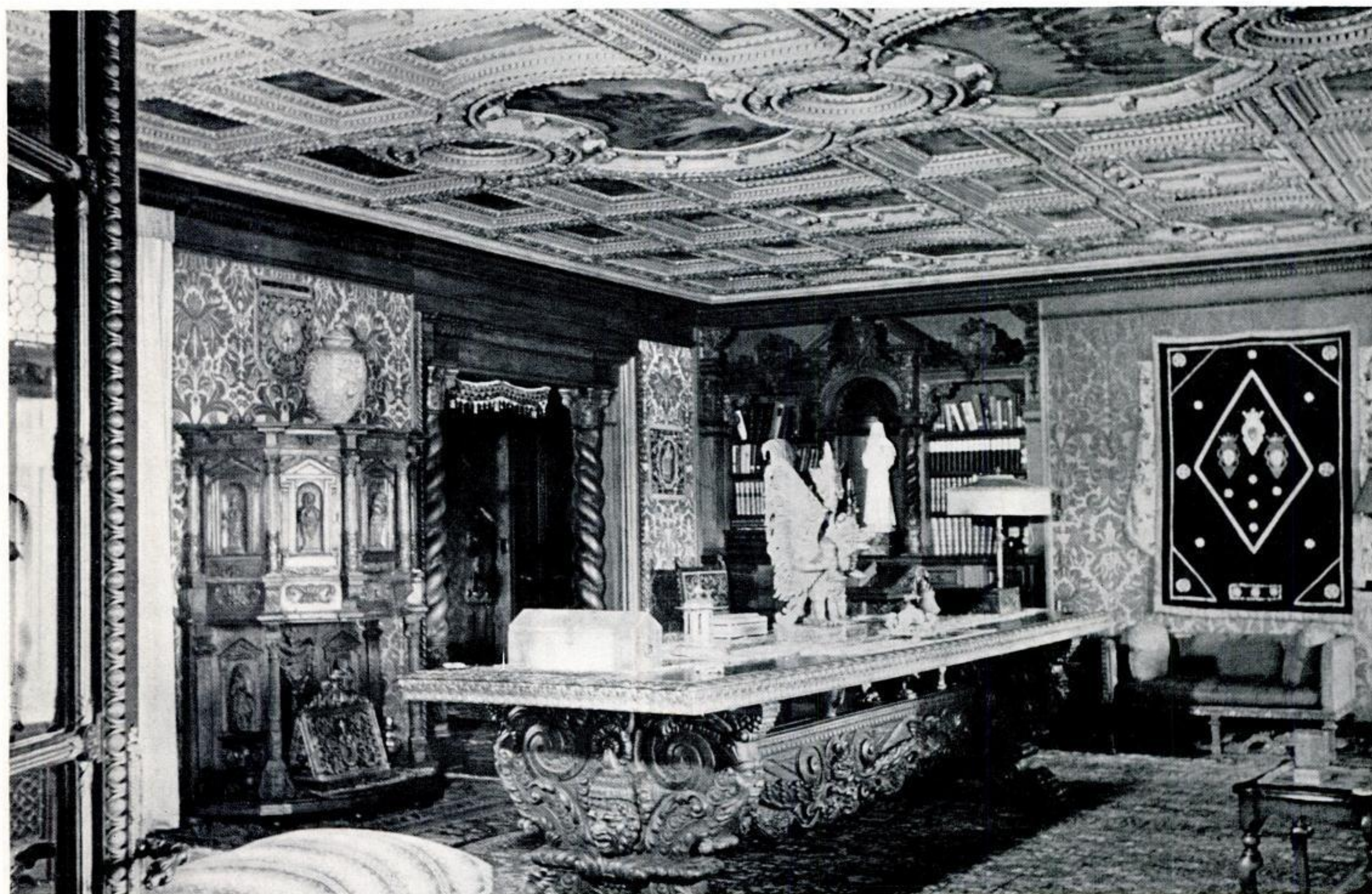
The first Believe It Or Not cartoon is concealed behind a mirror (top). A touch of a button illuminates it (bottom).

BELIEVE IT OR NOT: THIS IS WHERE ROBERT L. RIPLEY LIVES

Photographs for LIFE by Hans Knopf

In a 28-room house at Mamaroneck, N. Y. lives Robert L. Ripley, creator of "Believe It Or Not." Mr. Ripley's feature appears in 325 daily and Sunday newspapers and causes him to receive more mail (3,500 letters a day) than anyone else in the world, including Robert Taylor, President Roosevelt, E. Francis E. Townsend and the Editor of the *London Times*. In addition Ripley produces a radio program, movie shorts and annual "Believe It Or Not" books, and runs a traveling exhibit called an "Oddi-

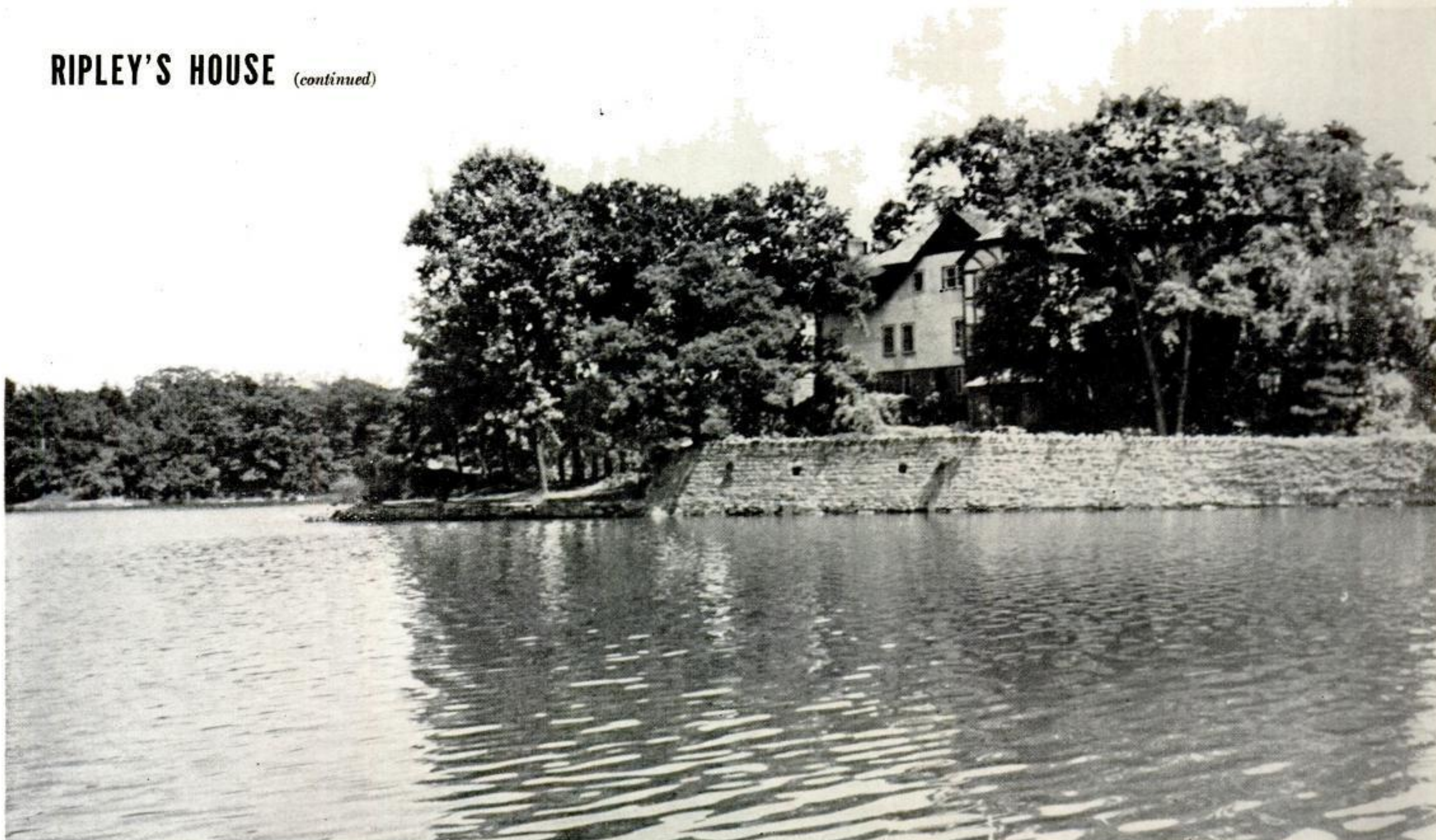
torium." To get material for his peculiar enterprises, "Bob" Ripley is always on the go. In 15 years he has visited every country in the Western Hemisphere, all but one (Rumania) in Europe and all but one (Siberia) in Asia. From each trip he has brought something back to his house at Mamaroneck. Its 28 rooms are all as crammed with treasure as the second-floor living room shown below, whose contents came from Italy, and Bali. The House of Ripley and all its contents are insured for about \$1,000,000.



RIPLEY'S LIVING ROOM HAS ITALIAN RENAISSANCE FURNITURE, WALL RUG AND STRONG BOX BUT A MODERN BALINESE WOOD CARVING

CONTINUED ON NEXT PAGE

RIPLEY'S HOUSE *(continued)*



"BION," from the initials of "Believe It Or Not" is the name of Robert L. Ripley's house on an island in a tidal inlet at Mamaroneck, N. Y. It is on this inlet that Ripley demon-

strates, for his visitor's amusement, how to paddle the tubby little boat shown on the opposite page, which is built of wicker and hides for crossing the swift rivers of Arabia.



A Persian wall rug, showing 72 Shahs (kings) of Persia, was brought home by Mr. Ripley (*upper left*). At the top centre of the rug is Shah Ardashir I who ruled from A. D. 212 to 214. Below him are all his successors up to about 100 years ago, when the rug was woven.



A Chinese dragon bed of teakwood, lacquered in red, black and gold, tempts Ripley's guests to sleep, gives them something to look at when they wake up. Behind it is a Ming dynasty screen. Each of the 12 pieces in the room set came from a different Chinese town.



Ripley paddles about his inlet in an Arabian guffa boat



ON STAGE FOUR SHOWS ROBERT RIGGS'S SENSE OF THE GROTESQUE AND HIS MASTERY OF MOVEMENT AND CONTRAST

ARTIST ROBERT RIGGS WINS PRIZES, COMMERCIAL AND NONCOMMERCIAL

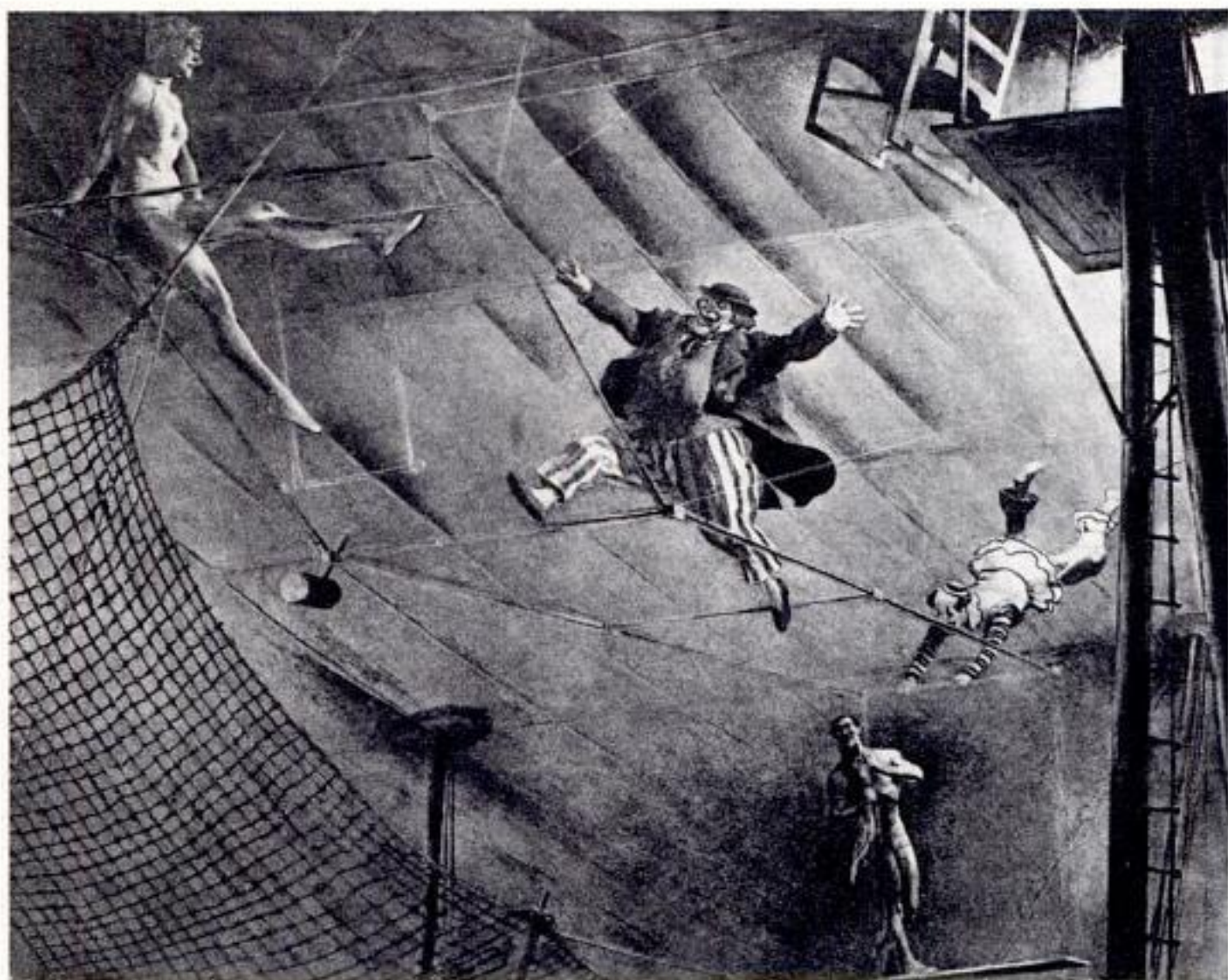
His favorite lithographic subject is the circus



RIGGS'S CENTER RING WON A FIRST PRIZE IN CHICAGO

Robert Riggs of Germantown, Pa. is one of the very few men in the country who has won top awards for both commercial and noncommercial art. As an artist for great advertising agencies like N. W. Ayer and Young & Rubicam, he has won many prizes in advertising-art exhibitions. As a private artist, his prints have been called the best in the U. S. A first prize at the Chicago World's Fair went to his *Center Ring* (left) as the best print exhibited, and the pros and cons of his resemblance to the late great George Bellows have been lengthily discussed by ranking art critics. Advertising companies pay him \$10 to \$600 a drawing. His work has been exhibited by Manhattan's Rehn Galleries, Whitney Museum of American Art and Museum of Modern Art; by Texas' Dallas Museum and by Chicago's Art Institute.

The urge that has turned many a small-town boy into a clown or a trapeze artist has turned Robert Riggs into one of the ablest portrayals of the circus in the U. S. As a youngster in Decatur, Ill., he greeted the annual appearance of the circus with pad and pencil, made hundreds of sketches. Later art study in New York and Paris and travel in Siam found him doing water colors. In 1932, he switched to lithography and for much of his non-commercial work in this medium he has gone back to his first love, the circus.

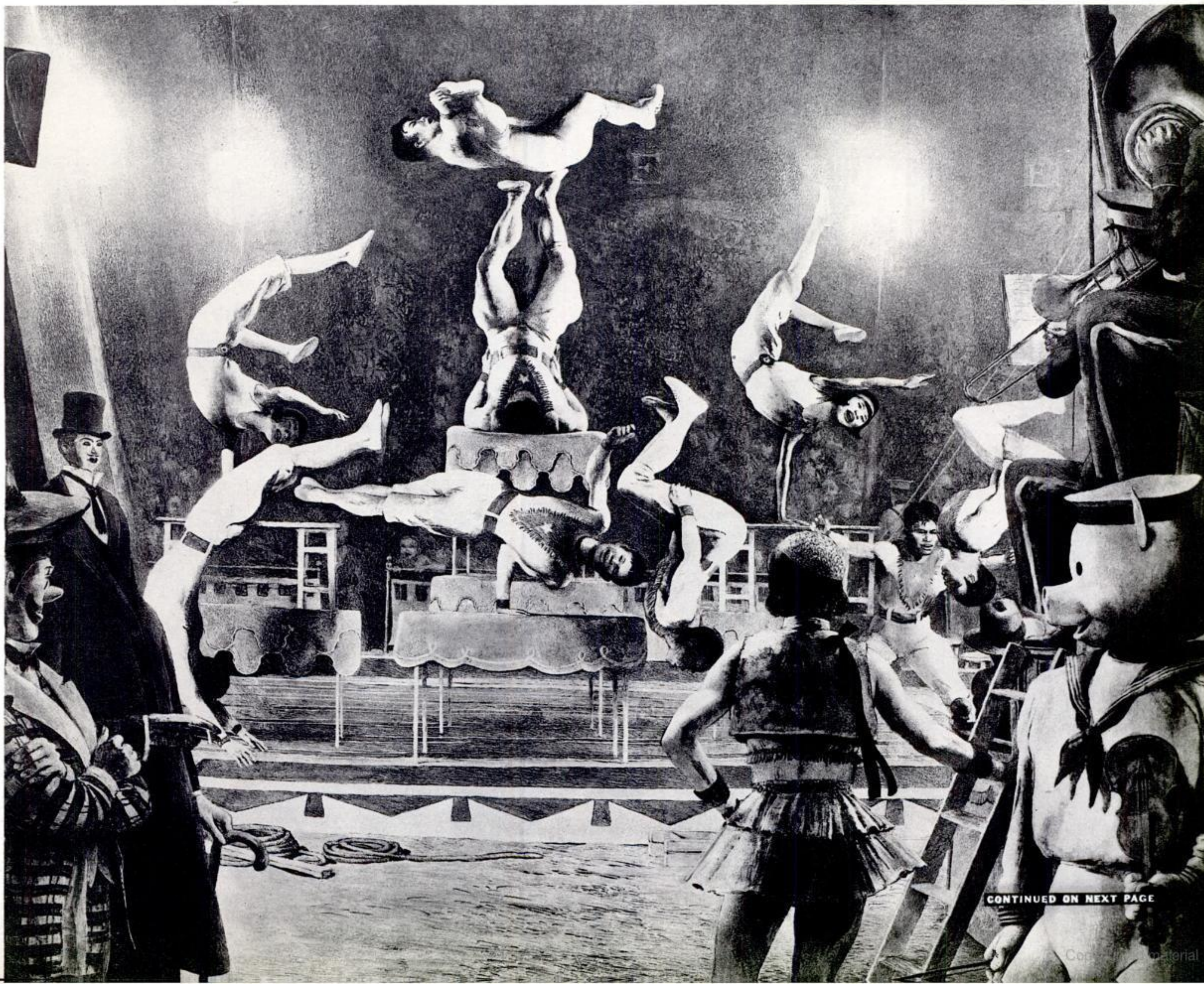


CLOWN ACROBATS IS WHAT MAKES CHILDREN LAUGH



CLOWN ALLEY EXEMPLIFIES RIGGS'S ENTHUSIASM FOR BACKSTAGE

IN *TUMBLERS*, ONE OF HIS BEST PRINTS, RIGGS SHOWS HIS SKILL IN DELINEATING THE HUMAN FIGURE IN A MULTITUDE OF POSES AND MOTIONS



CONTINUED ON NEXT PAGE



ROBERT RIGGS EXHIBITS AN INDIGO SNAKE TO A YOUNG FRIEND. AT RIGHT APPEARS HIS PET PYTHON

ROBERT RIGGS LIKES SNAKES & BOYS

His Germantown home is full of both

In private life, Robert Riggs's enthusiasms include six sizable pet snakes, a large number of lizards, a collection of African and Indian relics, a miniature electric railway, and the Germantown Boys Club. Living a couple of blocks from the Club, he combines these hobbies nicely by frequently opening his three-story house to the youngsters and regaling them with its strange contents. Redheaded, 6 ft. tall, and weighing 220 lb., Riggs is an authority on native music in various countries, has a collection of 100 African records. Because of his interest in primitive races, this top-notch artist hopes to spend next year in Central Africa making sketches for water colors and lithographs.



Engineer Riggs demonstrates the control board of his miniature electric railroad to a few youngsters in his second-floor playroom. He owns four complete trains built to scale.



Shadowed!

Young & Rubicam, Inc.
New York • 100 Rockefeller Plaza • 10101



No all mankind she left a rich inheritance

Parke, Davis & Co.
New York • 100 Rockefeller Plaza • 10101



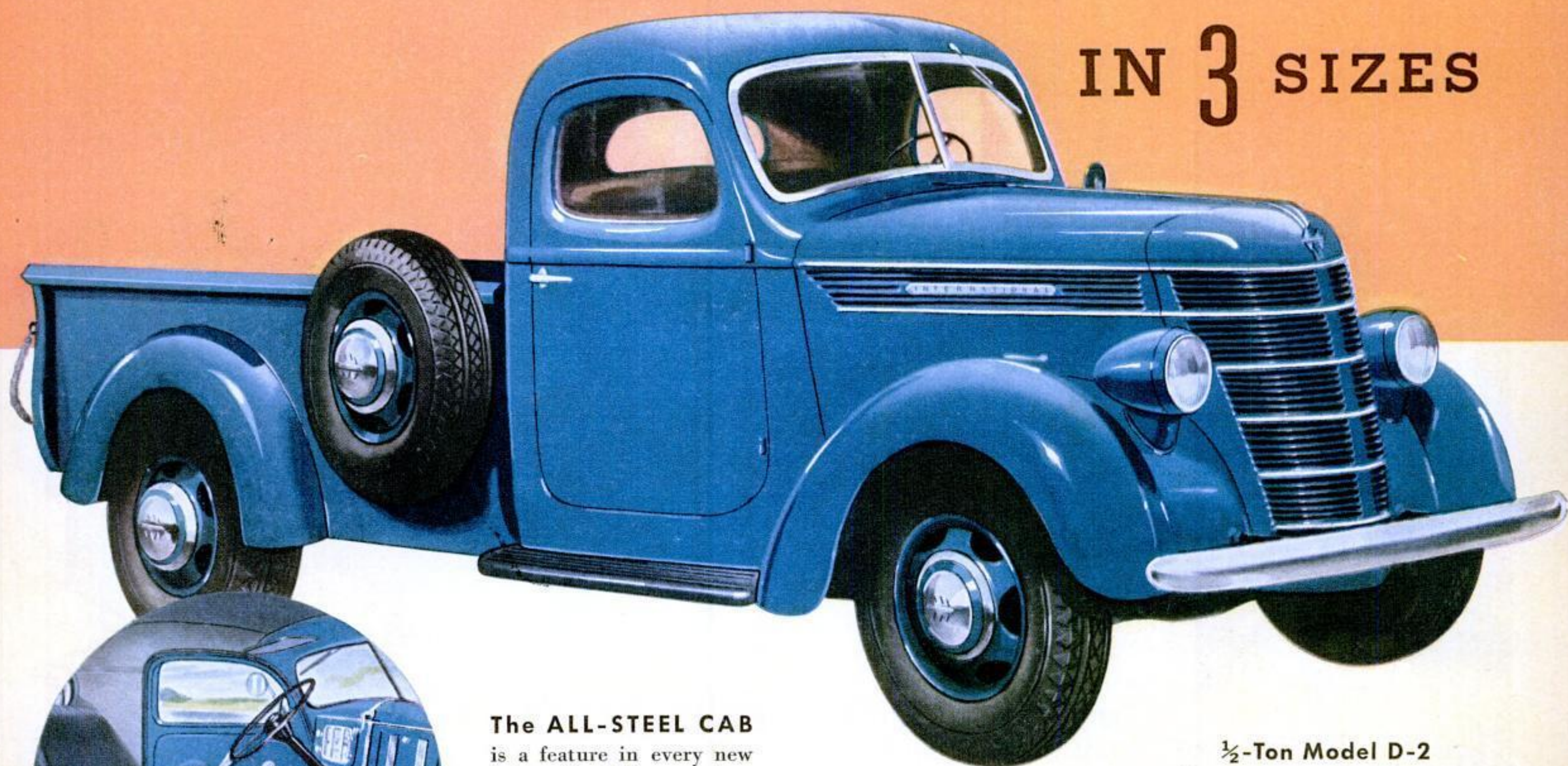
Antiquarian Riggs shows an African dart to some of his admiring neighbors from the near-by Germantown Boys Club. Hanging on the wall at rear is an African xylophone and mask.

This Riggs drawing for Young & Rubicam won first award at a 1937 advertising exhibit.

Florence Nightingale is subject of this gold-medal Riggs print for Parke, Davis & Co.

THE *New* INTERNATIONAL PICK-UP TRUCKS

IN 3 SIZES



The ALL-STEEL CAB

is a feature in every new International. The one-piece top, the sides, the back and cowl panels, are welded into the complete cab frame. Rubber mountings wherever cushioning is needed. This is the roomy, well-appointed de luxe cab.

$\frac{1}{2}$ -Ton Model D-2

$\frac{3}{4}$ - to 1-Ton Model D-15

The International $\frac{1}{2}$ -ton Model D-2 comes in two wheelbase lengths, 113 and 125 inches; inside body 76 and 88 inches long. The $\frac{3}{4}$ - to 1-ton Model D-15, wheelbase 130 inches; inside body 102 inches long.

● An unusual choice is offered the light truck user in the Half-Ton to One-Ton range in the new International line. There are wheelbase lengths and body dimensions to fit all light hauling requirements. And it is that way throughout the entire International line. No matter what the load, there is always an International built to fit the job, exactly.

International Harvester engineers worked for months to develop these trucks—a quality line of Internationals completely new in engineering and exterior design. The men who design and build and test them took all the time that this kind of a job requires and put into it all the experience that Harvester has gathered in more than thirty years of truck manufacture. And now months of actual service in every kind of job imaginable testifies to a new high accomplish-

ment in truck construction and a new low cost in truck operation.

Every one of these new Internationals, from the modern Half-Ton streamline trucks to the powerful six-wheel units that are licking the toughest trucking conditions in the world, is *all-truck* throughout as all Internationals have always been.

From the very day a new International goes on the job you can expect greater earnings on every load it hauls. See these trucks now at the nearest International branch or dealer showroom. The right chassis and right body for every hauling problem. Ask for catalogs of the sizes in which you are interested.

INTERNATIONAL HARVESTER COMPANY

Harvester Building

(INCORPORATED)

Chicago, Illinois



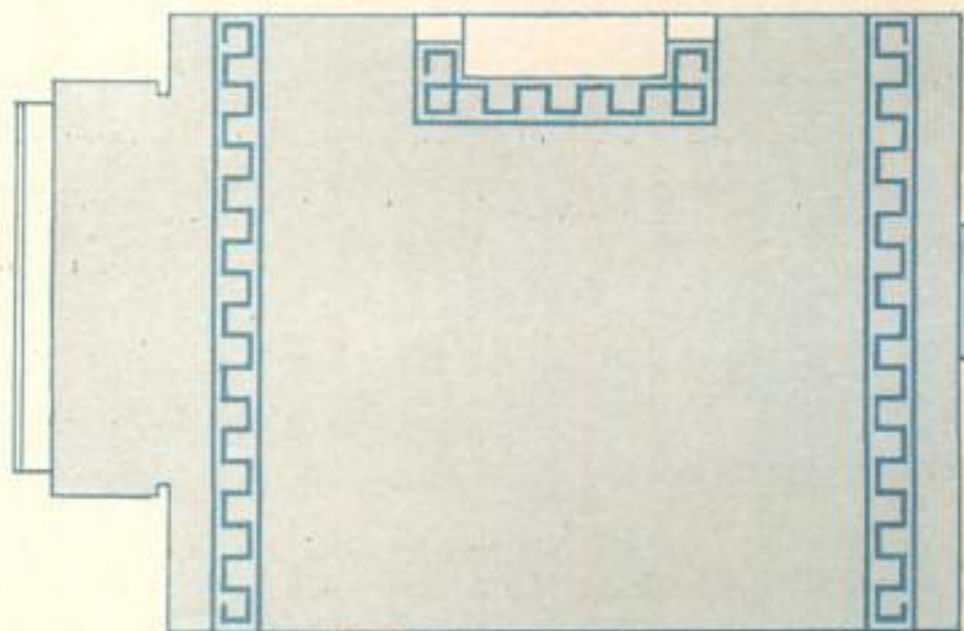
INTERNATIONAL TRUCKS

Adhesive Sealex Linoleum

TRADEMARK REGISTERED



The field pattern of this Personal-ized Floor is "Bedouin," Adhesive Sealex Linoleum, A7247. Practical as well as beautiful, it is smooth, sanitary and easily cleaned!



THE PLAN of this charming Personal-ized Floor shows the complete decorative balance possible with simple but inexpensive floor designs.



Above: the ready-cut units with which this Personal-ized Floor was built—"Chevron" Sealex Insets and Ivory Border, Coffee Brown Feature Strips.

Right: See how simple it is! The workman lays a Chevron on the border. Runs a knife around it. Then removes scored material and puts the Inset in its place!



THE MODERN FLOOR IS A PERSONAL-IZED

introduces

PERSONALIZED FLOORS

Custom effects now at ready-made prices!



START RIGHT NOW to design Personal-ized Floors for your own home with some of the fascinating, new ready-made Sealex Insets pictured above! Remember, the colors of these Insets and also of the ready-cut Sealex Feature Strips and Borders are all *color correlated* with the prevailing hues of Sealex Linoleum patterns, making possible most artistic color combinations. See them all at your Sealex dealer's.

Inaugurating a new era in individual floor design—Personal-ized Floors of Sealex Linoleum!

Now the makers of this modern inlaid linoleum present a gorgeous color galaxy of fascinating Sealex Insets, Feature Strips and Borders! Ready-cut from genuine Sealex Inlaid Linoleum, they may be quickly and easily installed in your new Sealex Floors according to your very own designs! All are correctly color-correlated with Sealex patterns, providing harmonious color schemes.

Your Personal-ized Floor will cost you surprisingly little. Sealex Insets are very low in price and Adhesive Sealex Linoleum saves you as much as 20%! This is the modern, patented* inlaid linoleum with the unique economy feature—*factory-applied adhesive on the back!* Ask your nearest Sealex dealer for full details on the new Personal-ized Floors.

Also send 10c for our book, "Match your Rooms to your Personality," to Box L2, Congoleum-Nairn Inc., Kearny, N. J.



*Patent No. 1,970,503



See how a Personal-ized Floor can give individuality to a small hall! Field pattern, rich "Pacific Blue" Sealex Linoleum, set off by the interesting "Compass and Wheel" Inset. Red and white accents in the Inset are repeated in the inner border made with two Feature Strips.

FLOOR OF SEALEX INLAID LINOLEUM

If you're the sort of man who...



—prefers **DRY** champagne
{ MOST AMERICANS LIKE IT DRY ! }

prefers **DRY** sherry —
{ THE CHOICE OF THOSE WHO KNOW SHERRY }



—prefers **DRY** cocktails...
{ MOST PLEASING TO DISCERNING TASTES ! }

...you'll prefer Paul Jones, a **DRY** whiskey!



DRY—free from sweetness. That describes the noblest champagne, the finest sherry, the most popular cocktails . . . and it describes *Paul Jones Whiskey*.

For Paul Jones, you'll find, is a truly *dry* whiskey—full-bodied and mellow, yet crisp and clean-flavored, without so much as a hint of sweetness.

This quality of dryness, always favored by men who *know* liquor, is one of the chief reasons why Paul Jones has enjoyed distinction as "A Gentleman's Whiskey" ever since 1865. It is one of the reasons why we believe you, too, will like Paul Jones.

Frankfort Distilleries, Incorporated, Louisville and Baltimore, also make Four Roses, Old Oscar Pepper brand and Mattingly & Moore—all blends of straight whiskies, 90 proof.



AFRICA'S BELGIAN CONGO SETS THE STYLE IN HATS FOR AMERICAN WOMEN



High-ranking natives of Belgian Congo wear feathered hats, like the two at centre, and the plump hatchet man at

right. Next year's style in women's hats may possibly derive from the hand-woven straws on other gentlemen (above).

Some American women are going to look funnier than ever this season when they wear Lilly Daché's latest African hats. At left you see this headgear in its native habitat—on the kinky heads of black savages in the Belgian Congo. All that stands between the Dark Continent and Fifth Avenue in the matter of millinery is an enterprising Frenchwoman whose skilful salesmanship can induce fashionable folk to put almost anything on their heads.

Last July Lilly Daché bought a collection of native headgear from the Belgian Congo for \$2,500. (Four of her "originals" are shown below.) With this as inspiration, she fashioned her adaptations, two of which are shown below. On Sept. 13 she will open her new ten-story building on Manhattan's East 56th Street with an exhibition of what threatens to become the "African style" in hats this fall and winter. For \$32.50, a Lilly Daché customer can, so far as headgear goes, look just like a Congo chief.

Lilly Daché was born in Bordeaux, was a hat apprentice in Paris, came to America 13 years ago. After a job in Philadelphia, she moved to New York and opened a small shop on Broadway. Today she does a thumping big business throughout the U. S., selling her hats directly to retail customers in New York and to one shop exclusively in 45 other cities.

HATS 1, 4, 5, 6 ARE CONGO ORIGINALS. HATS 2 AND 3 ARE LILLY DACHÉ'S AFRICAN ADAPTATIONS. TURN PAGE TO SEE HAT 6 BEING ADAPTED



CONTINUED ON NEXT PAGE



BEECH-NUT GUM



SEE THE BEECH-NUT CIRCUS Biggest Little Show on Earth!

A mechanical marvel, three rings of performers, clowns, animals, music 'n' everything! Now touring the country. Don't miss it.

Belgian Congo sets hat style *(continued)*

One reason why women's hats look the way they do is probably because the leading creative hat designers cannot draw. They see an African native, a Matisse painting, or a lopsided stovepipe which gives them their inspiration. Then they go to work with wet buckram and mould a shape of their own. The shape is fitted to a wooden block and naturally anything is flattering to a wooden block. Lilly Daché uses this system. It is admittedly a good one because she now owns the largest exclusive millinery business in the world. Her outlandish creations have made for her the money with which to build a new \$500,000 building in New York.



Lilly Daché shapes wet buckram to look like Congo hat No. 6 on previous page.



The buckram, still wet, is pulled into shape around a wooden millinery block.



Pinning and basting is the next step. Milliner Daché keeps pin in her mouth.



A drooping cone appears as Daché finishes buckram shape, dried overnight.



Finished product: black wool Jersey over stiff French lining. Price: \$32.50.



Congo Hat No. 1 (see previous page) as adapted by Daché with fewer feathers.



The Mystery of Mary's Marks

MOTHER couldn't understand it; neither could the teacher. Mary—naturally a bright child—was failing at school!

The usual measures had been taken, of course. Special discipline. Extra study hours. No movies or outside interests. Yet nothing seemed to help her marks.

Finally, the family physician stepped in . . . turned "detective." And the search ended up in a dentist's X-ray room.

The clues were quite clear. Decay had penetrated so far into a molar that a focal infection had set in . . . poisons were taxing her strength, retarding her progress.

So frequently does tooth decay accompany poor grades, that authorities urge a definite program for the care of the teeth.

For tooth decay—if left unchecked—can

leave a lasting mark on child or adult . . . entail continuous expense . . . contribute to serious illness.

The Squibb Plan (see below) is now being followed in thousands and thousands of homes—with definite results.

For this Plan, Squibb has prepared two scientific dentifrices, for cleansing the teeth and massaging the gums—Squibb Dental Cream and Squibb Tooth Powder. They do

more than clean teeth. Both contain an antacid to neutralize the bacterial acids which cause decay, wherever it comes in contact with them.

Also, each has a special flavor which children love. You will agree it's the most pleasant, refreshing dentifrice you ever used.

Remember—*most tooth decay can be prevented*. Start your family on the Squibb Plan today.



MOST TOOTH DECAY CAN BE PREVENTED FOLLOW THE SQUIBB PLAN



1. Brush your teeth and massage your gums thoroughly at least twice a day, using a dentifrice that is efficient and safe; one prepared by a reliable maker.



2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service.

SQUIBB
ACID-NEUTRALIZING
Dental Cream

THE PRICELESS INGREDIENT OF EVERY

BE SURE TO GET SQUIBB QUALITY
Millions know—when buying the following home necessities—nothing but the purity and quality of Squibb will do.

SQUIBB TOOTH POWDER—it has all the scientific advantages of Squibb Dental Cream . . . for those who prefer powder.
SQUIBB MINERAL OIL—a safe, internal regulator.

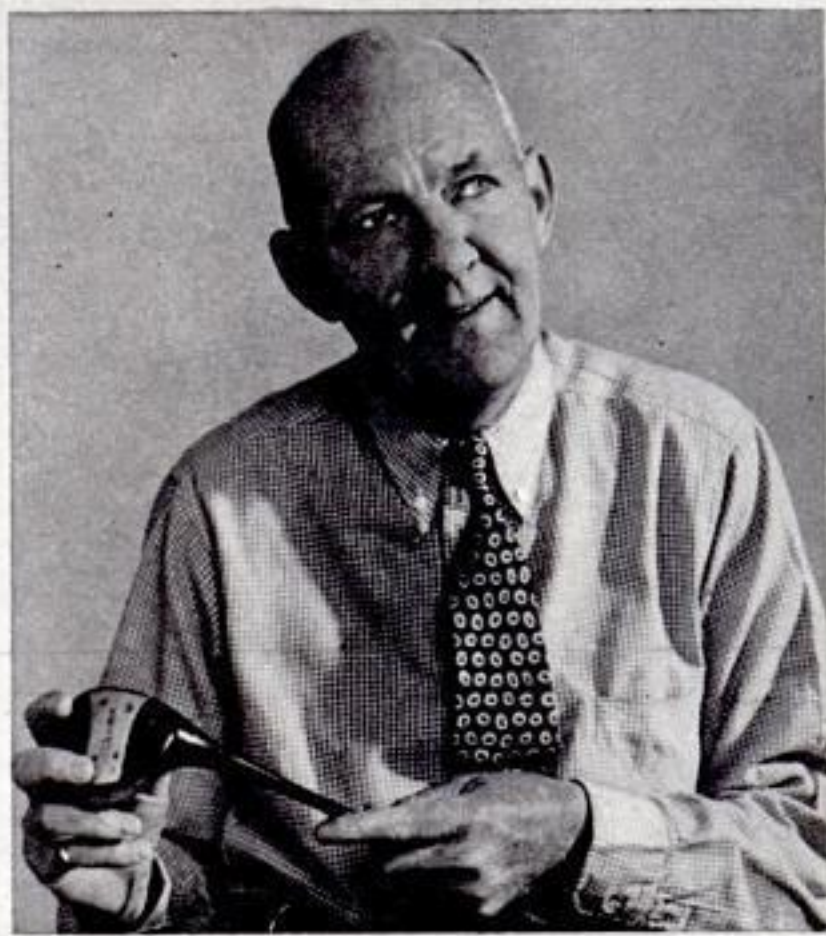
SQUIBB ASPIRIN—pure and promptly effective.

SQUIBB COD LIVER OIL—exceptionally rich in Vitamins A and D . . . a true economy.

SQUIBB MILK OF MAGNESIA—free from any suggestion of earthy taste . . . another sign of purity.

SQUIBB SODIUM BICARBONATE—refined to an unusual degree of purity.

PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER



For painless shaving of sunburned faces

EVERY man who shaves knows the torture of scraping a sunburned face with a blade. The soap-lather stings and bites as the razor cuts into the burned tissue.

The Schick Shaver is a blessed relief. It glides coolly over the face, shaving quickly and closely and with no more discomfort than gently rubbing your face with your finger-tips.

Ed Eriksen is the golf pro at North Hempstead Country Club, Long Island. He is well-known to most of the top players of the game. Year after year, Ed spends his time in the sunshine giving lessons, and his face is burned brown before summer ends. *He writes to us:*

"You will be interested to know that I have had more than five years' use from my Schick Shaver, and have now had over 1800 consecutive shaves.

"During this time the only repair has been an adjustment of speed and the replacement of connecting cord.

"In addition to the service rendered, the greatest feature is the satisfactory shaves without cuts or skin irritations. I would say your Schick Shaver stands for Service and Satisfaction.

*Yours very truly,
Edward Eriksen"*

Shavers who have skin trouble, men with fever sores or other disturbed conditions, write us enthusiastically about Schick Shavers.

How much better, then, is a Schick for a healthy face! You cannot cut, scrape or abrade the skin in any way. Continuous use of the Schick eliminates blade-calloused skin and permits nature to restore your own softer and more flexible skin which is still easier to shave quickly and closely.

Go to an authorized dealer

He will show you the Schick, explain how it shaves with no lather, no blades and tell you how it pays for itself over and over again.



SCHICK DRY SHAVER, INC., STAMFORD, CONN.
Western Distributor: Edises, Inc., San Francisco
In Canada: Henry Birks & Sons, Ltd., and other leading stores

SCHICK SHAVER



Convention queens, chosen partly because they look alike and partly because they look pretty, were Alta (top) and Alva Dank of Eldridge, Iowa, on the left. Their companions on the right are Marjorie (top) and Margaret Doll of Indianapolis.

1,500 PAIRS OF TWINS AT CONVENTION

Twins, a subject of some interest to the rest of the world, are a subject of intense interest to themselves. Twins occur once in 85 births. On Aug. 28-29 at Fort Wayne, Ind., 1,500 pairs of twins attended a convention of the National Twins Association. Identical twins who develop from the same ovum and hence look alike, snubbed nonidentical twins who develop from two ova. All of them paraded, gossiped, drank pop, competed for prizes.



Oldest and youngest were these twins: Mrs. F. M. Cawby (left) of North Judson, Ind. and Mrs. Henrietta Billings of Los Angeles, 81, holding Lester and Larry Wolf, 4 weeks, of Fort Wayne. Below are Harley and Harry Edgell from Decatur, Ill.





New! COCKTAIL SPREADS

3 kinds: Ham; Tongue; Liver

A new sensation for parties are Libby's spicy Cocktail Spreads. Excitingly different in flavor . . . gloriously easy to prepare . . . guests and hostesses both adore them. Libby's Cocktail Spreads come in three delicious flavors—Ham; Tongue; Liver. Don't use them only for *hors d'oeuvres*. They make superfine sandwiches, too.



New! COCKTAIL SAUSAGES

2 kinds: Pork Sausage and Frankfurters

More new Libby appetizers! Sausages this time . . . irresistible little tidbits that make the swankiest *hors d'oeuvres* with a minimum of effort. They're easiest served on toothpicks—the Pork Sausage sizzling, the Frankfurters either hot or cold. Just one word of warning: be sure to buy plenty. You'll find that these flavory, extra-tender sausages disappear like magic.



DEEP-BROWN BEANS

Finer flavor clear through!

They're new! And you'll agree they're the best you ever tasted, these *Deep-Brown Beans* of Libby's. Tender and mealy as a well-baked potato, they have a finer flavor . . . a richer, zestier flavor that goes *clear through*. A new, exclusive cooking method did it. That, plus new and better sauces. Four styles. Pork and Tomato; Pork and Molasses; Vegetarian Style; Kidney Beans. Ask for Libby's *Deep-Brown Beans*.

100 **Libby's**
FOODS

ALL AS FINE AS
LIBBY'S TOMATO JUICE



CONFESSIONS is a favorite amusement at parties these days. Here's how Lily Pons, brilliant star of opera, radio and screen, answered a revealing list of questions. Try it at your next party. A set of 12 "Confession Sheets" (20 surprising questions) will be sent free for labels from 3 cans of Libby's Tomato Juice. Write today! Libby, McNeill & Libby, Dept. LM-3, Chicago.

LILY PONS Confesses!

CONFESION SHEET

MY WORST FAULT *Too impulsive*

MY BEST VIRTUE *conscientious*

THE VIRTUE I ADMIRE MOST IN WOMEN *Sincerity*

THE VIRTUE I ADMIRE MOST IN MEN *Loyalty*

MY CHIEF HOBBY *Country life*

MY FAVORITE SONG *Red Hot and Blue*

MY FAVORITE BOOK *La Princesse de Clèves*

MY PET VANITY *My voice*

MY FAVORITE FOOD *American ice cream*

MY FAVORITE DRINK (HARD) *Spring water*

MY FAVORITE FOOD DRINK *Libby's Tomato Juice*

Lily Pons



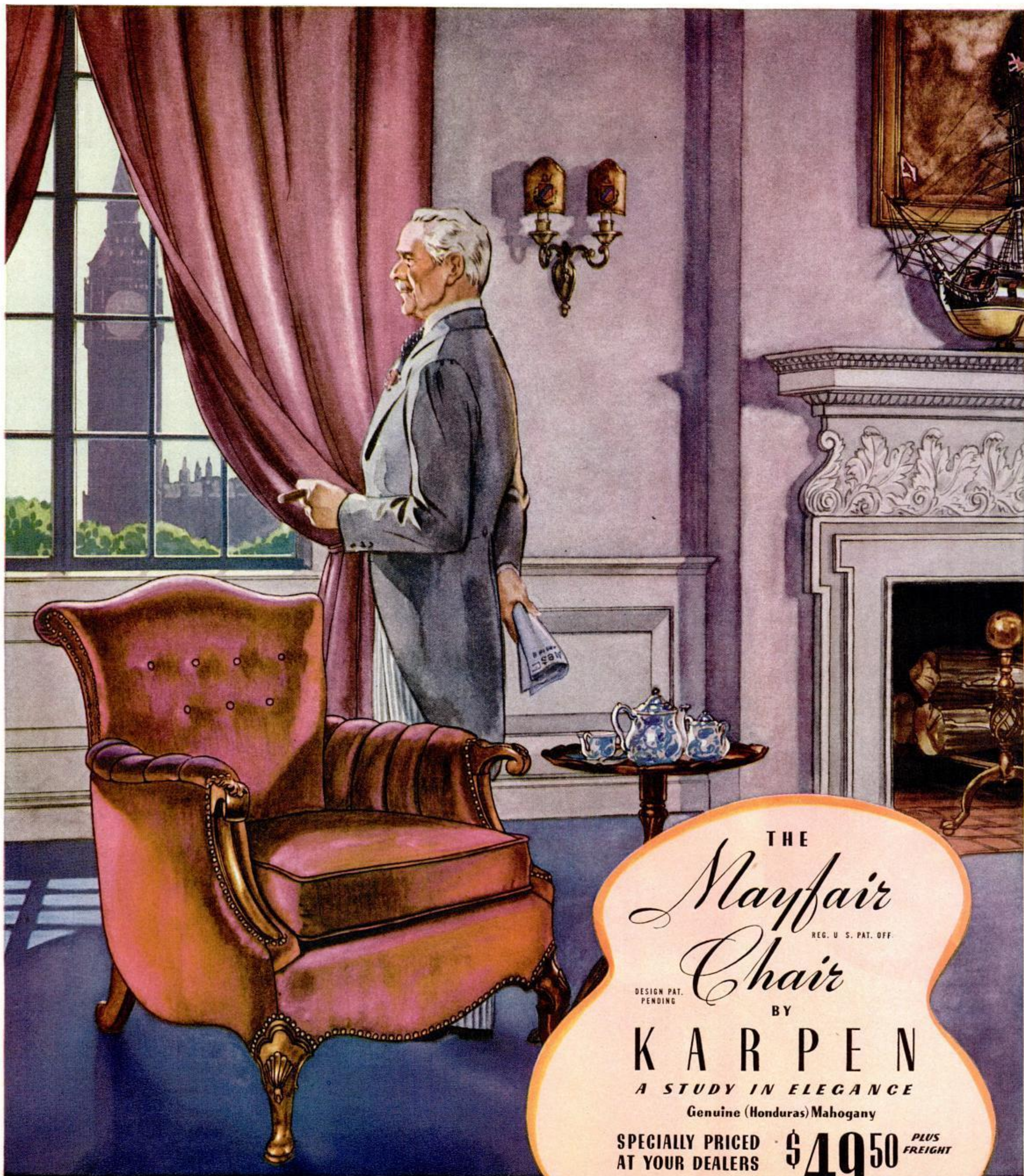
CAN SIZES
RANGING FROM
14 TO 50 OUNCES

* A tomato juice with an incomparable flavor! It's made by a special *gentle press* method of taking the juice from red-ripe tomatoes rushed in dewy fresh from the vines. *Gentle press* is exclusively Libby's, and it's the reason why millions prefer Libby's Tomato Juice. Marvelously refreshing . . . smooth . . . flavory, *you'll* prefer Libby's when you taste it. Get this brand, too, for essential Vitamin C; Libby's is *rich* in Vitamin C. Buy 3 cans; see offer above.

Libby's
gentle press
(Process patented U. S. 1,956,615)

TOMATO JUICE





THE
Mayfair
Chair
REG. U. S. PAT. OFF.

DESIGN PAT.
PENDING

BY

KARPEN

A STUDY IN ELEGANCE

Genuine (Honduras) Mahogany

SPECIALLY PRICED
AT YOUR DEALERS

\$49⁵⁰ PLUS
FREIGHT
UNTIL OCT. 23

★
Write for Booklet
"Charm that Endures"

COVERED IN GENUINE **CHASE**
Velmo CHOICE OF COLORS

GUARANTEED MOTH PROOFED

S. KARPEN & BROS.

CHICAGO

NEW YORK

LOS ANGELES

SAN FRANCISCO

KARPEN
Guaranteed
FURNITURE

SCIENCE & INDUSTRY

INDOOR MOVIE ANIMATES THIS OUTDOOR SIGN



Inventor of animated-cartoon signs is an Austrian expatriate, Kurt Rosenberg, shown looking at a movie cartoon. He worked eight years on the idea before perfecting it.



Engineer Fred Kerwer, Broadway's topflight animated-sign technician is here shown measuring distances between the banked photoelectric cell in the projecting room.



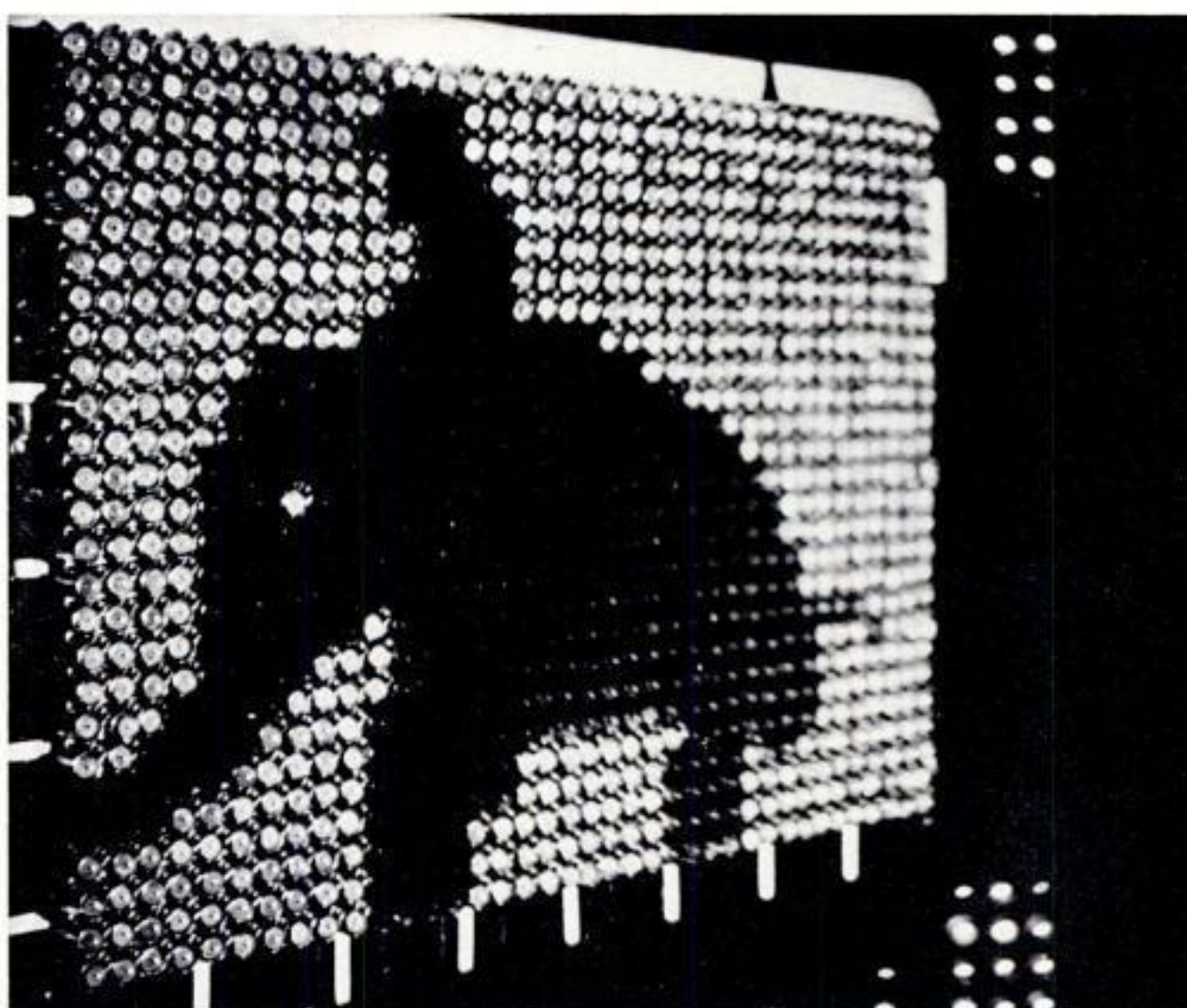
The elephant appears black against white on the outside sign because photocells in the shadow of the projected film give no electric impulses, do not activate bulbs.

Cartoons reproduced by photoelectric cells

Latest invention for outdoor advertisers is the animated-cartoon electric sign. This remarkable device is now adding a few more kinks and colors to New York City's "sign skyline" and will probably soon line the Broadways of most big U. S. cities.

Largest animated sign (3,225 sq. ft.) erected to date is the one shown here advertising Paramount's movie *High, Wide and Handsome* at the Astor Theatre in New York City. In its centre is a 720-sq. ft. bank of 4,104 six-watt light bulbs. Each group of four bulbs is activated by one of 1,026 photoelectric cells in the control room. These cells in turn are touched off by light passing through an animated cartoon film (see right). Hence this sign can display all the antics of cartoon actors while ordinary posters are limited to short cycles of action.

Promoter of this new advertising scheme is youthful, natty Douglas Leigh who bought all U. S. rights from a European company called Epok. He expects to cover the U. S. with animated signs within the next few years, estimates the cartoons stop eight times as many sidewalk strollers as do ordinary animated signs.



The shadow of the elephant and rider is thrown on the bank of photocells in the projection room. Some 200,000 ft. of wiring connect the cells to the electric bulbs.



An angular effect is created because a unit of four bulbs is lighted or turned off at one time. This sign cost Paramount \$21,000 for seven weeks, caused pedestrian jams.

CONTINUED ON NEXT PAGE





**"HE WON'T BE READY
TILL 1955 . . .**

**but I started him through
college today!"**

THIS month, college careers begin for hundreds of thousands of fortunate young Americans . . . educations that will enable them to average nearly 3 times as much income as high school graduates . . . more than 4 times as much as those who only go through grade school.

It takes money to get a college education and yet parents need never be rich to assure it for their children. A few dollars a month set aside in a Fidelity Income Plan will take care of tuition and all the other expenses . . . will see to it that your child has the funds to finish college—something that only 1 child out of 50 who starts grade school is ever able to do.

The Fidelity Income Plan is so flexible you can apply it to any other future financial need . . . provide yourself with comfortable retirement income for the sunset years . . . have funds for the things you've always dreamed of doing.

It is backed by an organization that, throughout its existence, has met every obligation at maturity without exception . . . and keeps on deposit at all times, with the state treasurer of West Virginia, approved securities equaling the total cash obligation to all contract-owners wherever they may live. A Fidelity representative will gladly help work out an adequate program suited to your requirements.

Established over 26 years . . . Assets over \$33,000,000.00

FIDELITY INVESTMENT ASSOCIATION, WHEELING, W. VA.

Offices in Principal Cities. Affiliate: Fidel Association of New York, Inc.

Make your future secure through
FIDELITY INCOME PLAN

Movie animates movie sign

(continued)

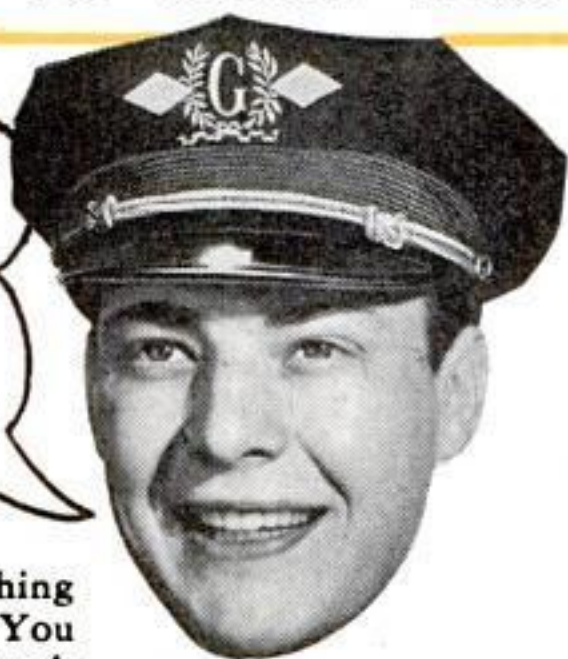
Principal advantage of this animated sign is its great flexibility. To prove this point, Leigh contracted to depict various scenes from *High, Wide and Handsome* on the signboard. Here you see (from top to bottom): the orchestra leader; the burning of a wagon which leaves the heroine stranded near the hero's home; an old-fashioned locomotive belching smoke; a pipe-line worker on a bosun's chair about to drop a hammer on the head of the villain.



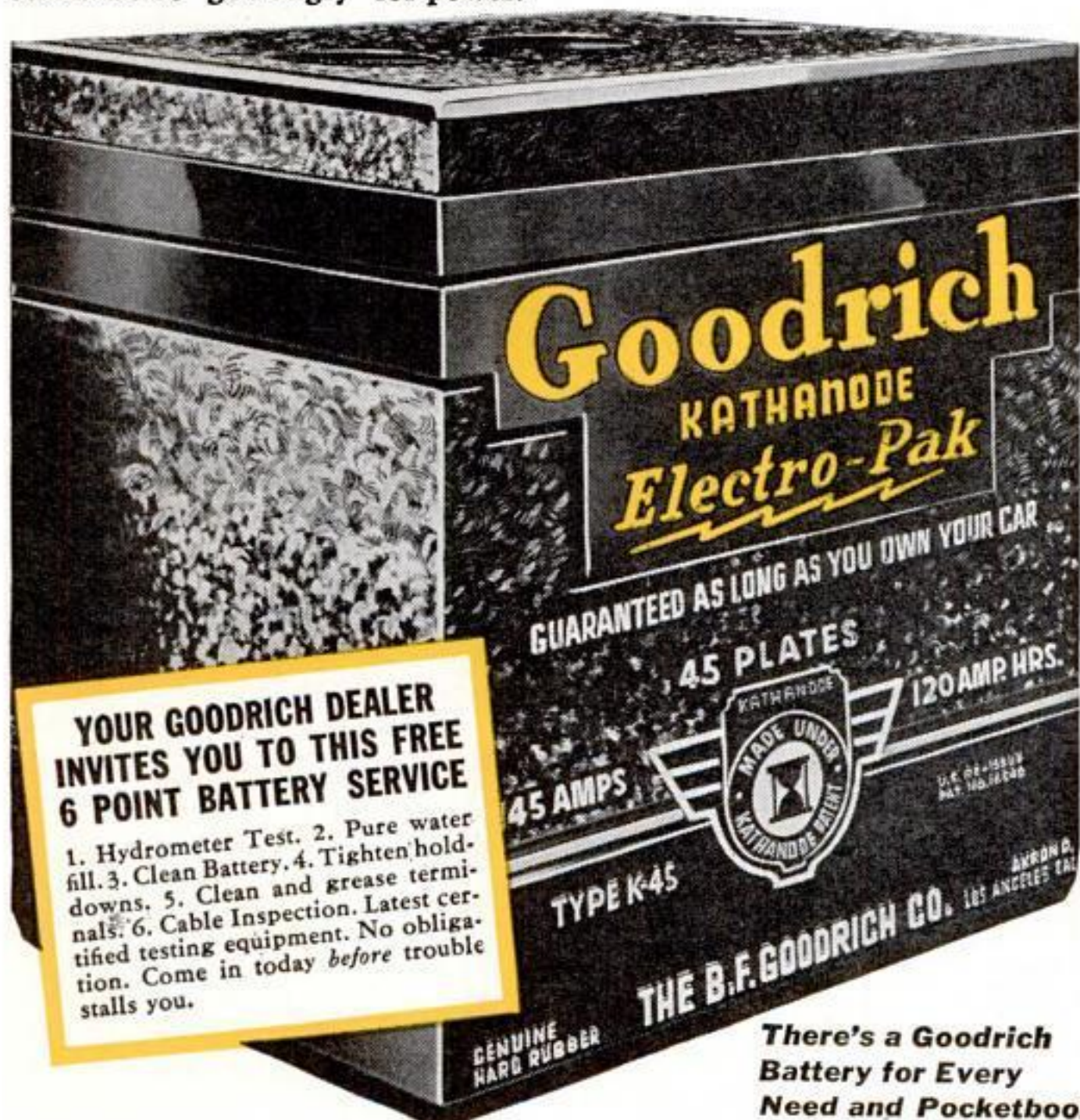
YOU CAN'T LOSE

AS LONG AS YOU OWN YOUR CAR . . . THIS NEW-TYPE GOODRICH BATTERY IS GUARANTEED NEVER TO COST YOU A CENT FOR REPAIRS OR REPLACEMENT

GOODRICH ELECTRO-PAK IS THE ONLY BATTERY IN AMERICA WITH THE POWER-SAVING TOP COVER



● Look at the top of this amazing battery. Nothing exposed. No way for costly trouble to get in. You can bet that dirt, acid film and corrosion won't rob a Goodrich Electro-Pak of its *super-power*. No wonder this sensational 145 ampere battery with its exclusive Power-Saving Top Cover—its 45 over-size plates—can whip a motor over *double-quick* on the coldest days and still has plenty of reserve juice so that your radio, heater and other electrical accessories won't "go hungry" for power.



There's a Goodrich Battery for Every Need and Pocketbook

HERE IT IS! The battery that has what it takes to give American motorists the most startling, sweeping battery guarantee ever written—a battery that's built with the patented Kathanode construction—famous for its use on airplanes, submarines, dreadnaughts and crack trains, where split second starts, steady brilliant lights, top efficiency performance, regardless of weather or climate, are "musts."

Avoid Battery Grief

Take the longest vacation from battery expenses you've ever enjoyed by putting a Goodrich Kathanode Electro-Pak* in your car *right now*. Then, no matter how long you own your car—or how far you drive it, if the Goodrich Kathanode Electro-Pak you buy fails to give you satisfactory service in that car, The B. F. Goodrich Company will replace it, *without charge*, as clearly stated in the written guarantee. *You can't lose!* Your protection on this battery is down in black-and-white!

The Secret of The Kathanode Electro-Pak's Long Life and Super Power

The life of a battery depends on the life of its plates. This new Goodrich Kathanode Electro-Pak is built with flexible, porous spun glass

retainer mats that prevent the loss of power-producing materials in the plates.

But that's not all. This sensational Goodrich Kathanode Electro-Pak exceeds the Society of Automotive Engineers' battery starting requirements for standard types up to 105%—a real "power-house" if there ever was one.

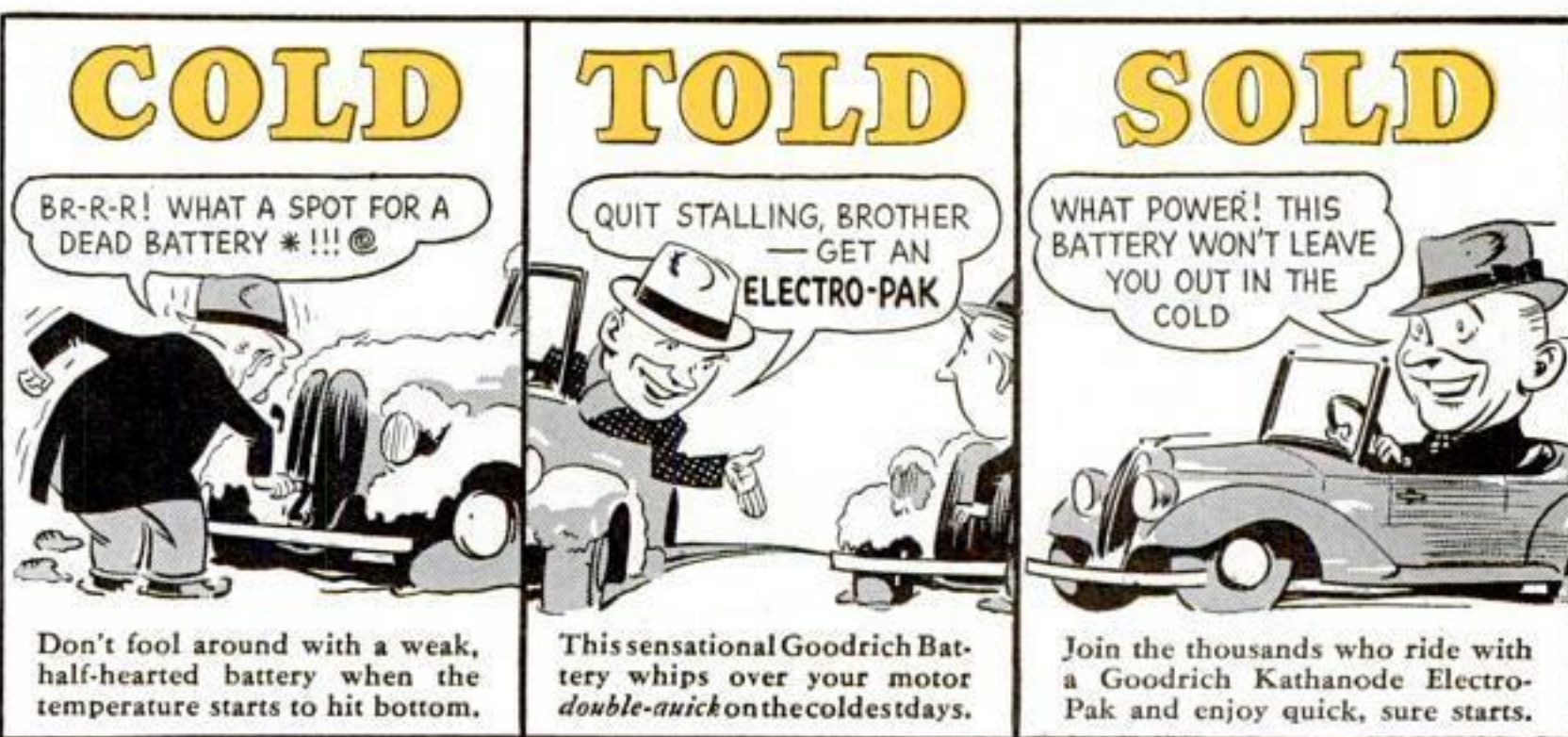
Here at last is a *guaranteed* battery that will keep you happy, not only all winter long, but as long as you own your car—a battery that will give you expense-free service. Don't let cold weather catch you napping. Have your Goodrich Tire and Battery Dealer or Goodrich Silvertown Store put a Goodrich Kathanode Electro-Pak in your car today. *It will never cost you a cent for repairs or replacement.* That's the Goodrich guarantee.

*Made under the Kathanode Patent

New Car Owners!

Think of it! You can drive your new car 3,000 or 300,000 miles and as long as you own that car, Goodrich guarantees this *top cover* battery will never cost you a cent for repairs or replacement.

Isn't that the kind of battery and guarantee your new car deserves? See your Goodrich Tire and Battery Dealer today for a liberal trade-in allowance on your original equipment battery while it's still new! *Start your car off right when it's new and it will always start "right off" for you!*



Goodrich KATHANODE Electro-Pak

GUARANTEED AS LONG AS YOU OWN YOUR CAR

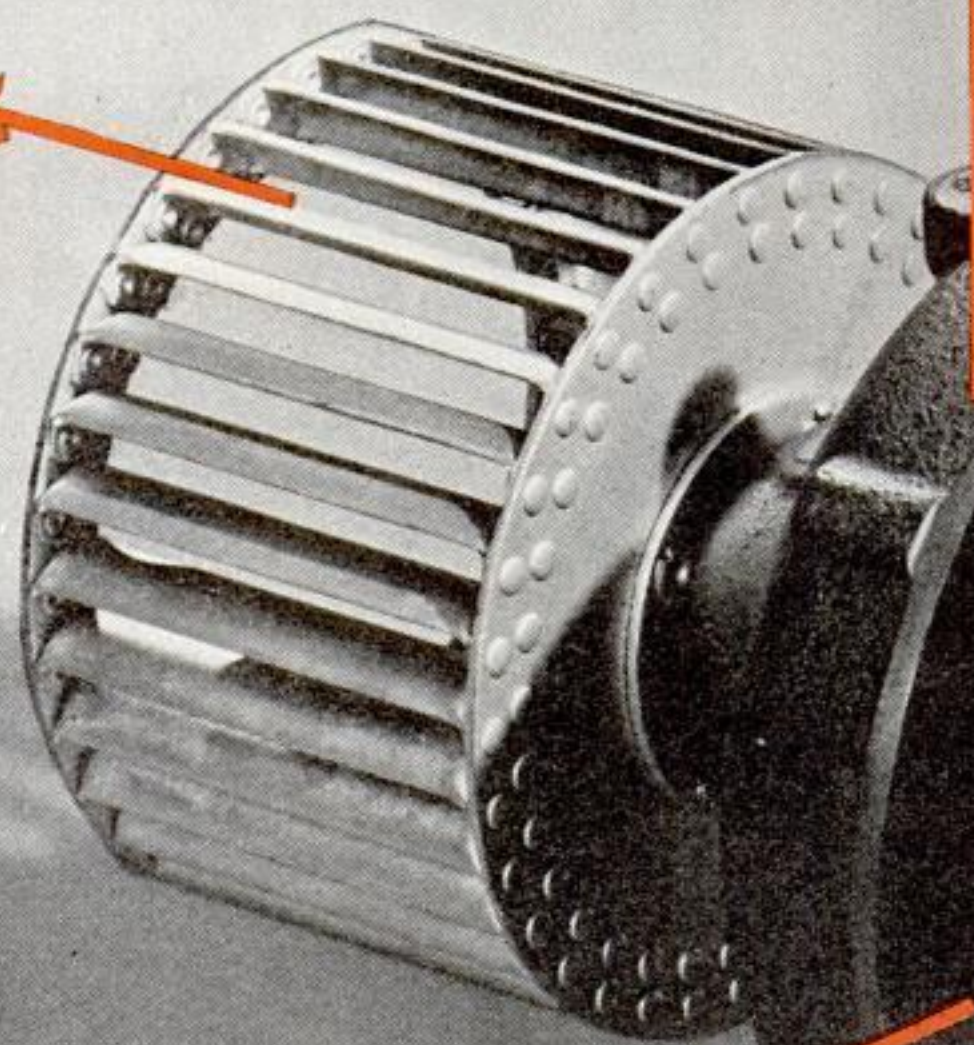
ANOTHER B. F. GOODRICH PRODUCT

Now! An Amazing New Development



THE NEW DELCO

Greater Economy!
Burns most economical fuel mixture—19 times as much air as oil.



Longer Life! Its simple, efficient design eliminates cogs, couplings, gears and belts.



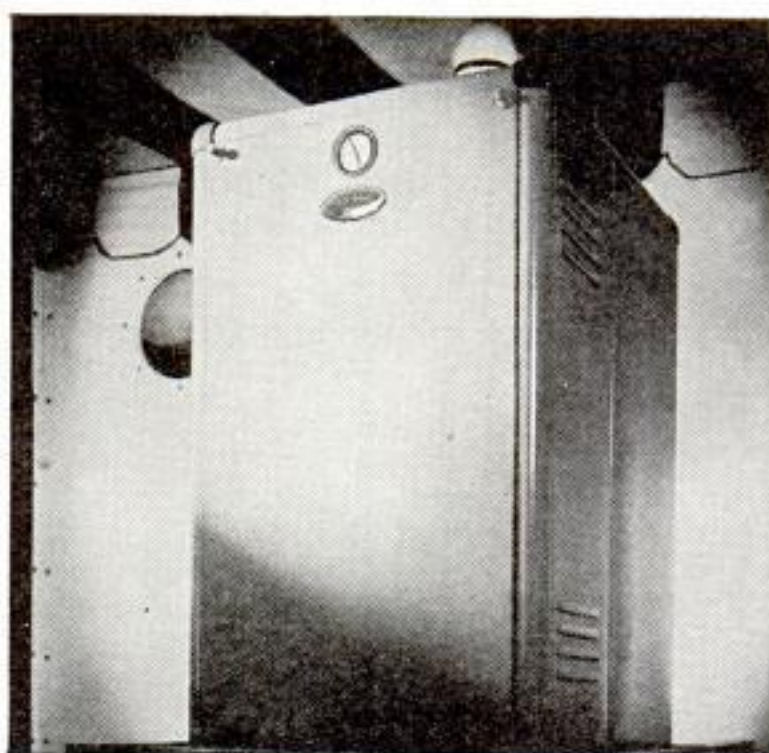
More Dependability! This completely replaceable unit is entirely made by one organization—a product of General Motors.

**THIS IS THE
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NEW DELCO ROTO-
POWER UNIT THAT
SAVES YOU MONEY**



THE DELCO OIL BURNER

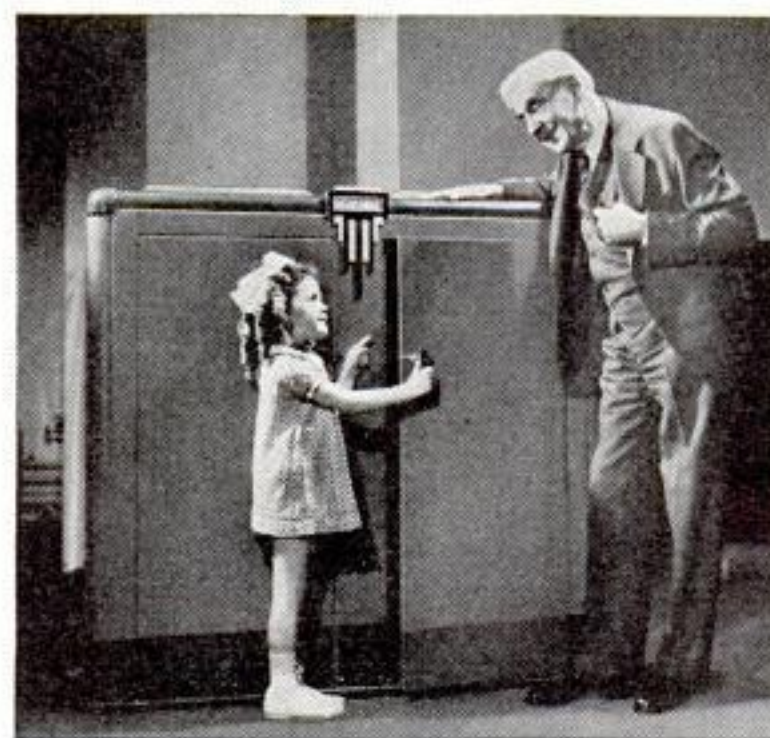
Makes your present hand-fired heating plant completely automatic. When you install a Delco Oil Burner, you step from furnace drudgery to furnace freedom and you enjoy dependable automatic heat for years to come at surprisingly low cost... because the Rotopower Unit and the famous Thin-Mix Fuel Control create a radiant, sootless flame that gets the maximum heat out of every drop of oil. No wonder it's the fastest selling oil burner on the market... it gives home owners what they want in automatic heat—dependability and economy for years and years.



THE DELCO OIL FURNACE

A heating plant for radiator systems, built to deliver more heat and quicker heat. It gives you dependable, automatic heat because it is fired with the Delco Oil Burner equipped with the new Rotopower Unit and Thin-Mix Fuel Control. It cuts costs still further with the exclusive Delco Im-Pak-Tor principle of heat absorption. *Instead of wasting heat up the chimney, you use the heat you pay for inside the house.* With the Delco Oil Furnace you reduce chimney temperatures as much as 350 degrees, which means you save money all winter long. More than that, you get hot water the year 'round.

HEATING PLUS WINTER AIR CONDITIONING



THE DELCO CONDITIONAIR

Most revolutionary of all Delco Automatic Oil Heating Equipment, is the Delco Conditionair. It *air conditions as it heats*—gently circulates throughout your home air that has been warmed, humidified and filtered of germ-laden dust and pollens. The Delco Conditionair is fired by the cost-cutting Delco Oil Burner, and operates under the exclusive Multi-Path method of fast heating. In addition to true winter air conditioning, the Delco

Conditionair provides the most inexpensive means of adding summer air conditioning to your house if provision is made when Delco Conditionair is installed. You can arrange for the addition of this complete summer cooling system now, or at a later date. Protect your home from obsolescence by installing a Delco Conditionair now.

See the Delco Automatic Heating products at your nearest Delco-Frigidaire dealer—or mail the coupon on opposite page.



THE DELCO WATER HEATER

Forty gallons of piping hot water always ready for any need. Heated automatically and economically by gas or oil.

FRIGIDAIRE AIR CONDITIONING

...for homes, offices, stores and buildings of all sizes. Economical and dependable.



The Rotopower Unit now available in Oil Burner models DR and DR1—Oil Furnace model DH3—Delco Conditionair models DAO and DA1

Delco Automatic Heat Costs Less to Own!

in **AUTOMATIC HEATING!**

Rotopower Unit

and Thin-Mix Fuel Control

HERE'S THE WORKS!

A single moving unit turns—and you have low-cost, dependable Automatic Heat for years to come. That's the Delco Rotopower Unit—an *exclusive* feature of Delco Oil Burning Equipment.



Saves on Fuel... Saves on Power... Saves on Upkeep... Brings you long-lived, dependable automatic oil heating

AGAIN Delco-Frigidaire...the Air Conditioning Division of General Motors... offers a radically new development in the field of automatic heating and air conditioning. This latest contribution, named the "Rotopower Unit," reduces the entire operation of Automatic Oil Heat to the turning of a single moving unit.

Study the picture above. See how this simple, sturdily built, integrated unit is

the "whole works." You save on fuel—because the Rotopower Unit with the Thin-Mix Fuel Control burns a thin mixture containing nineteen times as much air as oil—the most economical mixture possible. You save on power—because there are no complicated couplings, gears or belts. You save on upkeep—because there are fewer working parts...less friction...less vibration...less wear and tear,

And you get dependable, uninterrupted warmth—for years and years to come.

Whatever type of oil heating you prefer, you can get the money-saving advantages of this great unit. Whether you wish to convert your present furnace or boiler to automatic heat...whether you desire a complete new automatic heating plant for radiator systems...or whether you want automatic heat plus winter air con-

ditioning—there is Delco-Frigidaire equipment that will meet your needs and do it better and more economically, thanks to this new Delco Rotopower Unit.

Look at the pictures of the different types of Delco Automatic Heat. Then see your nearest Delco-Frigidaire dealer. Ask his unbiased advice on the type of heat best suited to your needs. You will be delighted at the great advances in automatic heating made by Delco engineers. (Delco Equipment also available for gas heat.)

For everything that has to do with the quality of the air in your home

It Pays to Talk to

DELCO-FRIGIDAIRE

THE AIR CONDITIONING DIVISION OF GENERAL MOTORS

AUTOMATIC HEATING, COOLING AND CONDITIONING OF AIR

MAIL THIS COUPON TODAY

Delco-Frigidaire Conditioning Division
General Motors Sales Corp., Dayton, O., Dept. L-913

Please send me complete information about:

☐ Delco Oil-Fired Conditionair ☐ Delco Gas Conditionair ☐ Delco Oil Burner ☐ Delco Oil Furnace ☐ Delco Gas Furnace ☐ Delco Water Heater ☐ Frigidaire Air Conditioning.

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TRUMP

in travel



THE RAILROAD WITH A HEART

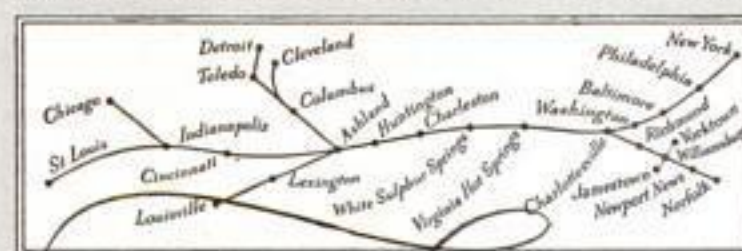
Get to know the Chesapeake and Ohio transportation system—the system used by travel experts.

There's a worthwhile bonus connected with every single trip—those little extras that count so much when you come to add up the final score. That's why Chesapeake and Ohio is unbeatable for all around service.

Let "The Railroad with a Heart" be your partner the next time you make a trip.

**THE GEORGE WASHINGTON
THE SPORTSMAN • THE F. F. V.**

America's Most Distinguished Fleet of Trains



George Washington's Railroad
CHESAPEAKE and OHIO
Lines
Original Predecessor Company Founded by George Washington in 1785

The cards shown on this page are from the new Chessie bridge set. You can secure this double-deck set by sending 50c (in coin, please) to Chesapeake and Ohio Lines, 2401 Terminal Tower, Cleveland, O.

GOODMAN WAS TOO GOOD FOR BILLOWS' BEST IN AMATEUR GOLF CHAMPIONSHIP



Although Johnny Goodman (left) hasn't missed a National Amateur Golf tournament since 1929, he never got further than the semifinals until this year. His defeat of Ray Billows in the finals at Portland's Alderwood Country Club, Aug. 28, not only fulfilled an old ambition but also put this 27-year-old Omaha insurance agent in the select fingers-of-one-hand class of golfers who have won both the Amateur and Open titles. Because the tournament was not decided until the very last hole, and because both contestants remained good-humored and pleasant-tongued until the end, the finals constituted an eminently satisfactory spectacle for 6,000 onlookers. "I tried my best," said Runner-up Billows when it was over, "but Johnny was too good."

Johnny Goodman began getting too good for many a crack golfer in 1929 when he put Bobby Jones out of the Nationals in the first day of match play. The best amateur in the 1932 Open, he won this fixture in 1933 against a field of the best U. S. professionals. In the 1932 Amateur he was runner-up and in 1935 and 1936, a semifinalist. Born poor in Omaha's meat-packing district, Johnny was a caddy at 12. In 1925, using borrowed clubs, he won the Omaha City Championship. In those days he was hard-boiled and belligerent but years in the best golfing circles have taught him to curb his frankness and turned him into a polite and modest young man.



Goodman's grip put him at the top of the heap of the Amateur's 180 contestants.



Runner-up Ray Billows trounced Defending Champion Fischer in a semifinal.

Johnny Goodman, leading his gallery, marches to victory on the fairway of Portland's Alderwood Country Club. Hitting straight and sure, his shots averaged shorter than Billows'.



The gallery follows Billows on the fairway of the fourth hole which is 510 yd. long, par 5. Each of the finalists succeeded in scoring a birdie 4 on this hole both times around.



NOW...a Safety razor that *shaves like a Barber's "Straight-edge"*



Get a close, clean **BARBER'S** shave with this perfectly balanced, heavy-bladed **SAFETY** razor...

YOU never saw a barber use a "hoe-type" razor... no sir! He knows that only a razor that lies flat along the face and shaves parallel to the skin line gives a smooth, perfect shave.

That's the secret of the Durham Duplex Razor. It's built and balanced exactly like a barber's "straight-edge"—yet perfectly safe. A wide, heavy blade of finest Swedish steel lies flat on your face. Zips through the toughest whiskers smoothly and gently. Off comes

each hair at the base. Never pulls or irritates your tender outer skin.

Try a Durham Duplex Razor today. As delicately balanced as a surgeon's scalpel... each double-edged blade honed to exquisite sharpness—you'll thrill to new shaving joys with this fine razor!

* * *

Ask your local dealer for this and other Durham Duplex models. If he is unable to supply you, write to: The Durham Duplex Razor Co., Jersey City, N. J. In Canada: 50 Pearl St., Toronto, Ont.



A LIFETIME OF LUXURY SHAVES

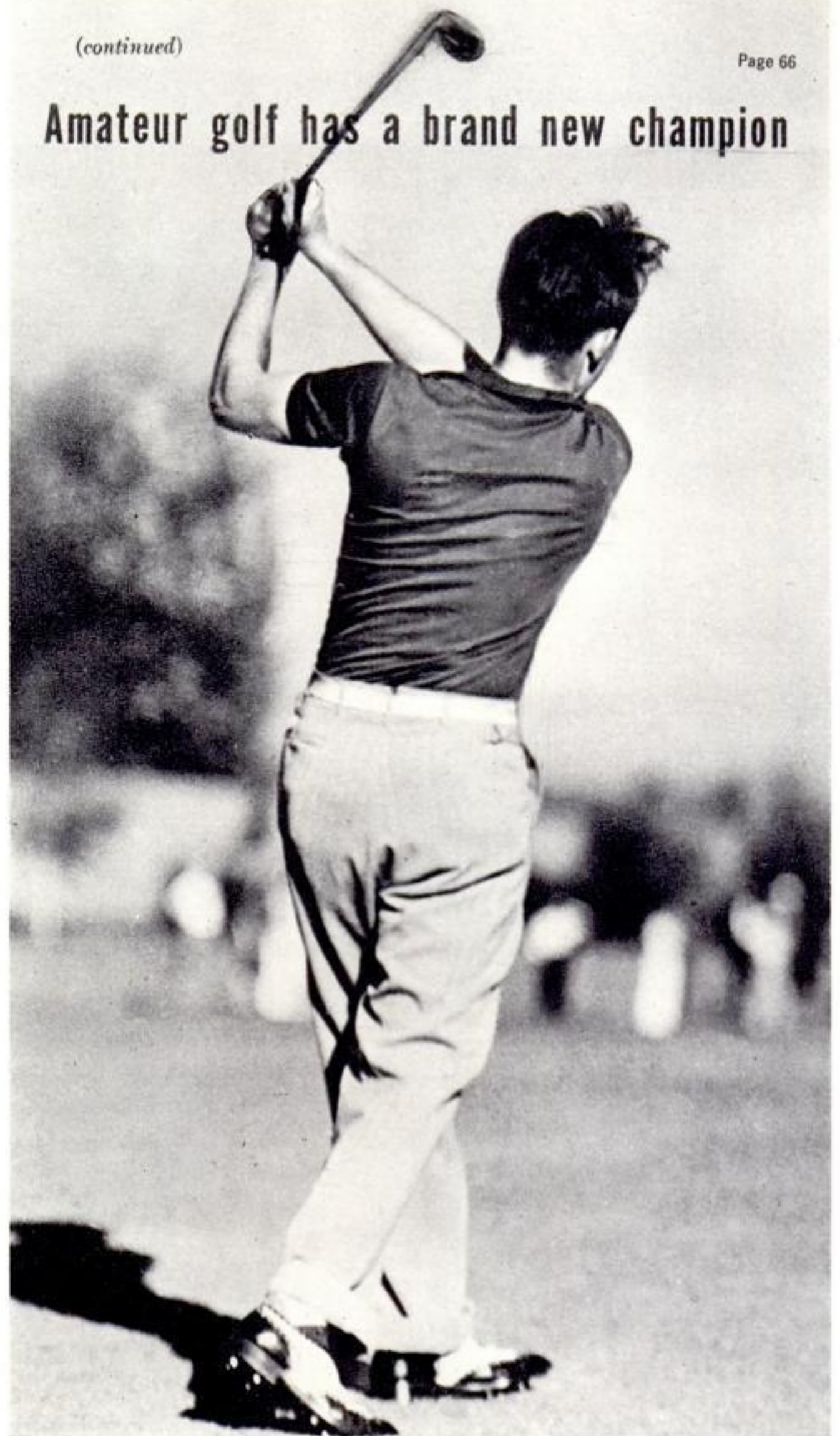
Durham Duplex Razor, 6 "Hollow-ground" Swedish-steel Blades, special Stopping Attachment, in red leather Traveling Case.

Complete \$1

(continued)

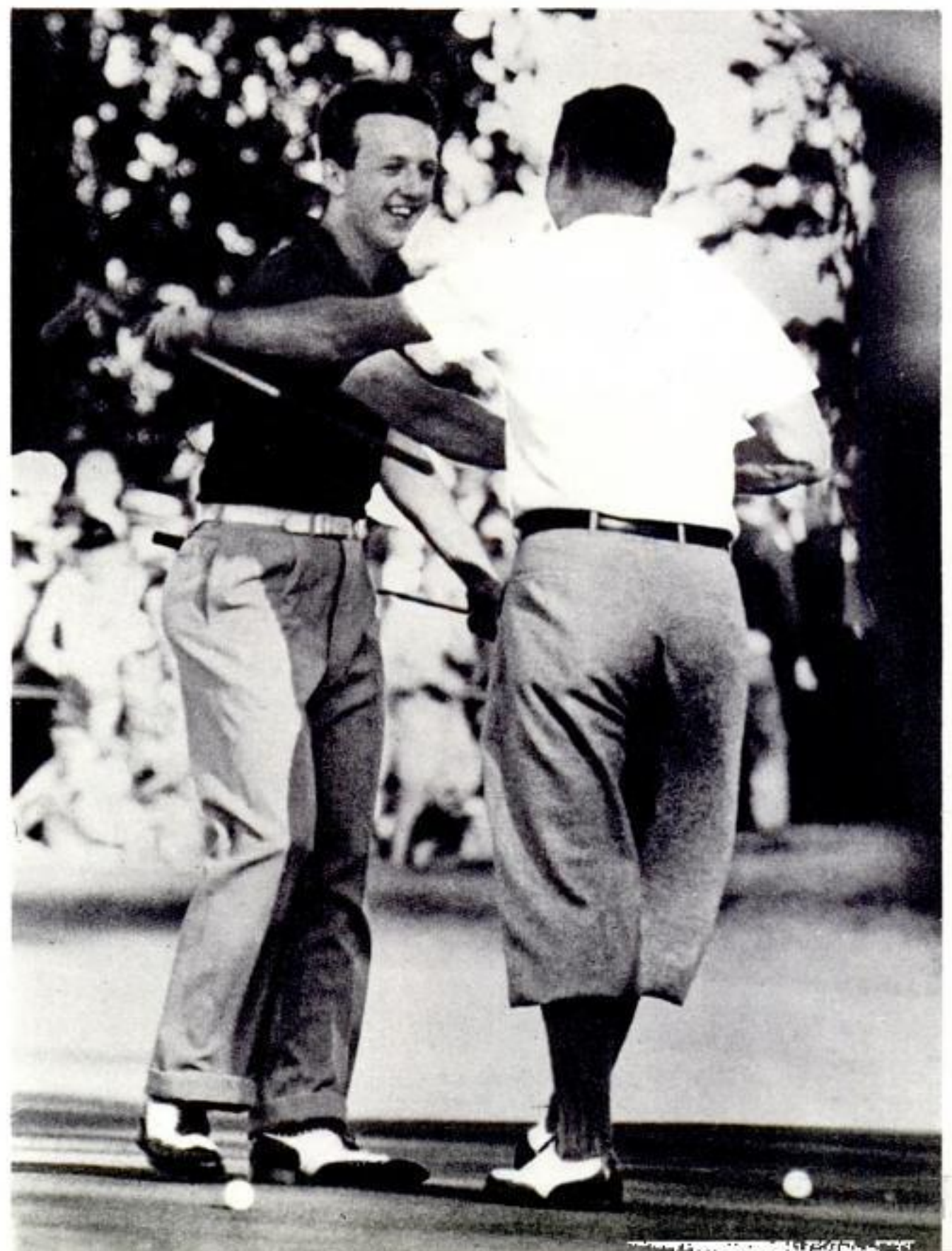
Page 66

Amateur golf has a brand new champion



This is the crucial shot which cost Billows his chance for a play-off. One down on the 36th hole, he used a No. 4 wood on his second shot desperately trying for the green. But he landed in the rough to the right, could not recover from his bad lie.

Congratulations for new champion. Billows, grinning, conceded a 6-ft. putt, the match and tournament to Goodman (back to camera). Said Champion Goodman, after a friendly handshake: "I'm sorry Ray, that there aren't two titles awarded."



A Tale of Two Countries



"Crossing borders was our specialty on our motor trip through the Balkans," writes H. T. Hudson of Texas. "When we arrived at the fourth one in two days, with our front wheels in Greece and our rear wheels in Yugoslavia, we were hot and thirsty. I wanted a whisky and soda—but my Greek dictionary offered the discouraging comment that the 'Greeks had no word for it!' Then I noticed that on the local inn there was a sign and it read 'Canadian Club'! It wasn't long before we were enjoying the mellow flavor of your very fine

whisky. So it seems that, like us, the Greeks do have a word for it—or, rather two words... 'Canadian Club'! Lucky Greeks!"

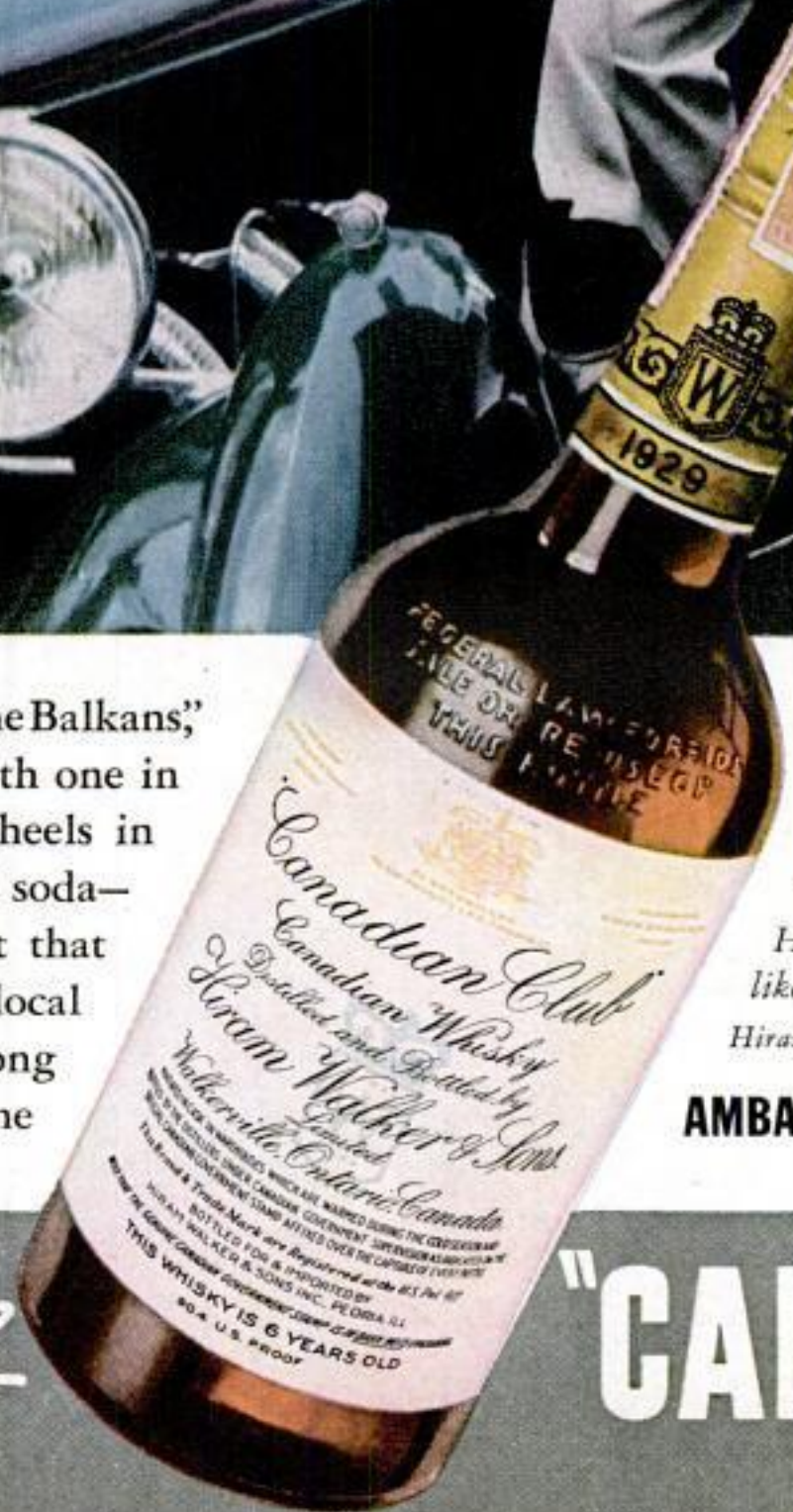
"Canadian Club" is the only whisky of its kind. But Hiram Walker also makes ryes, bourbons, gins—whatever you like, at whatever you like to pay. At dealers, clubs, bars, hotels.

Hiram Walker & Sons, Peoria, Ill. Walkerville, Ont. Glasgow, Scotland

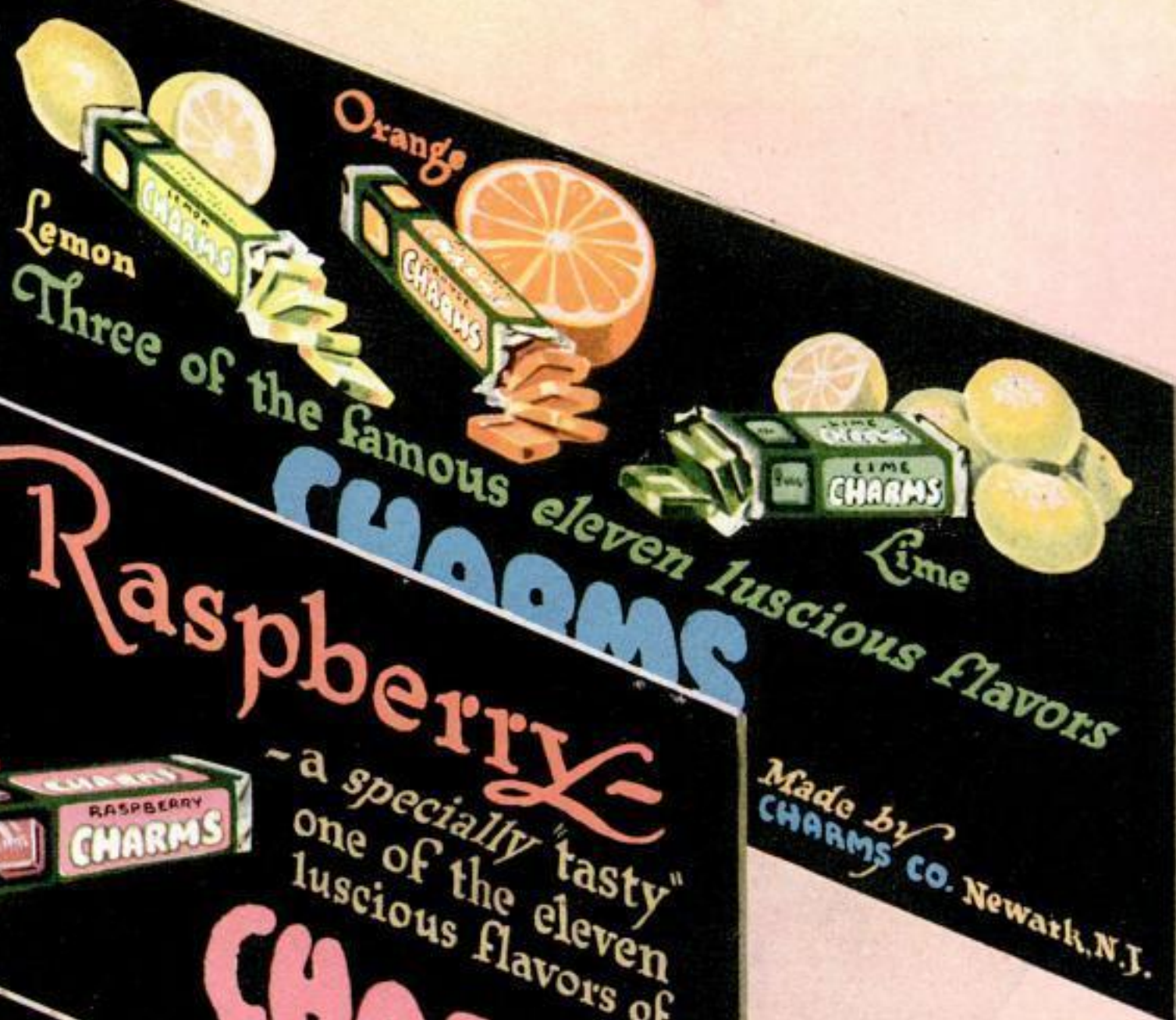
AMBASSADOR OF GOOD WILL TO 87 COUNTRIES

Hiram Walker's

"CANADIAN CLUB"



Eleven
Luscious
Flavors



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INDIVIDUALLY
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CHARMS

Everybody knows Charms. Everybody likes them. Charms are absolutely pure candies made from the finest ingredients. Every flavor is superbly delicious. Serve Charms at parties... keep several packages always on hand.

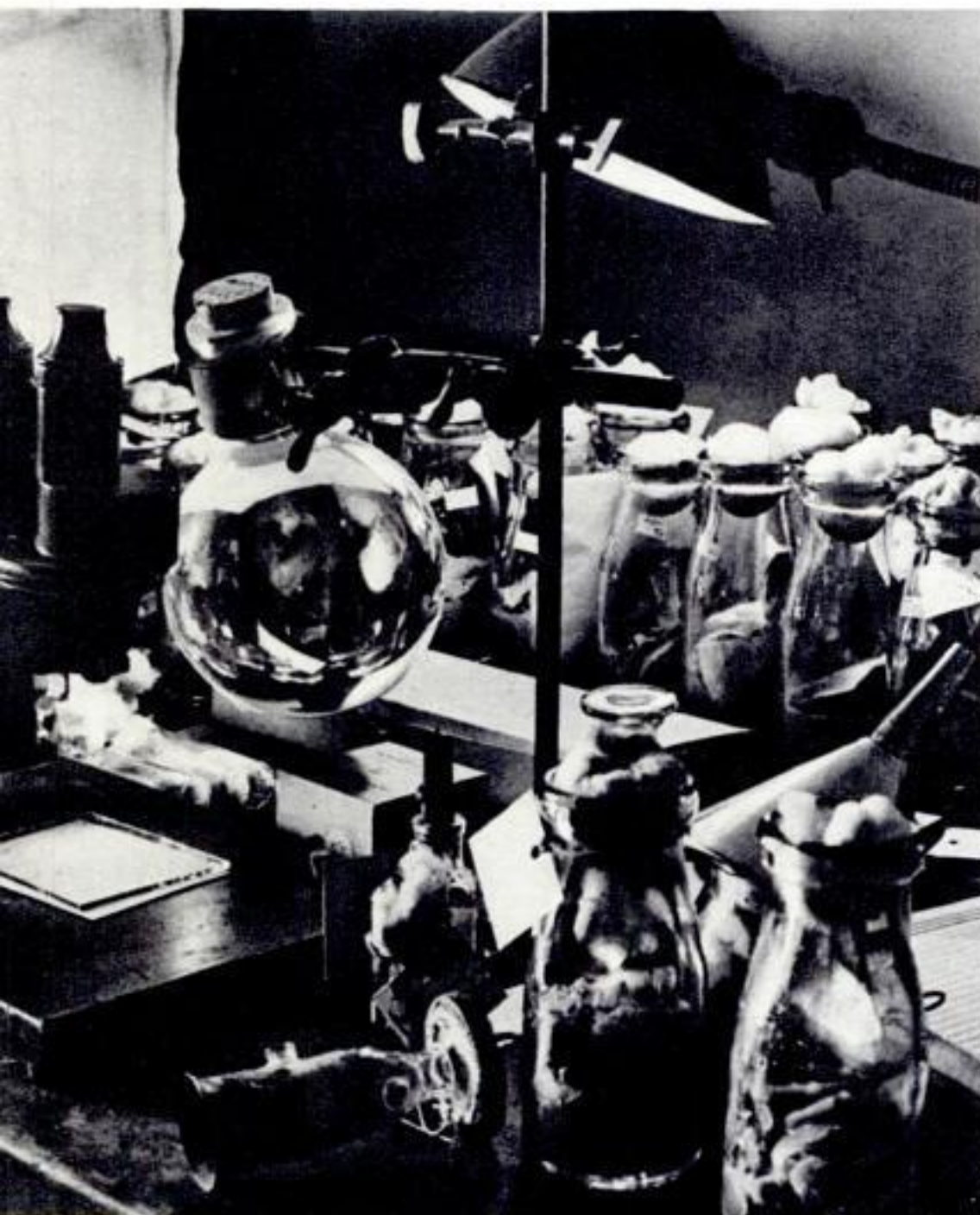
CHARMS COMPANY
Walter M. Lowney Co., Ltd.

NEWARK, N. J.
Montreal, Canada

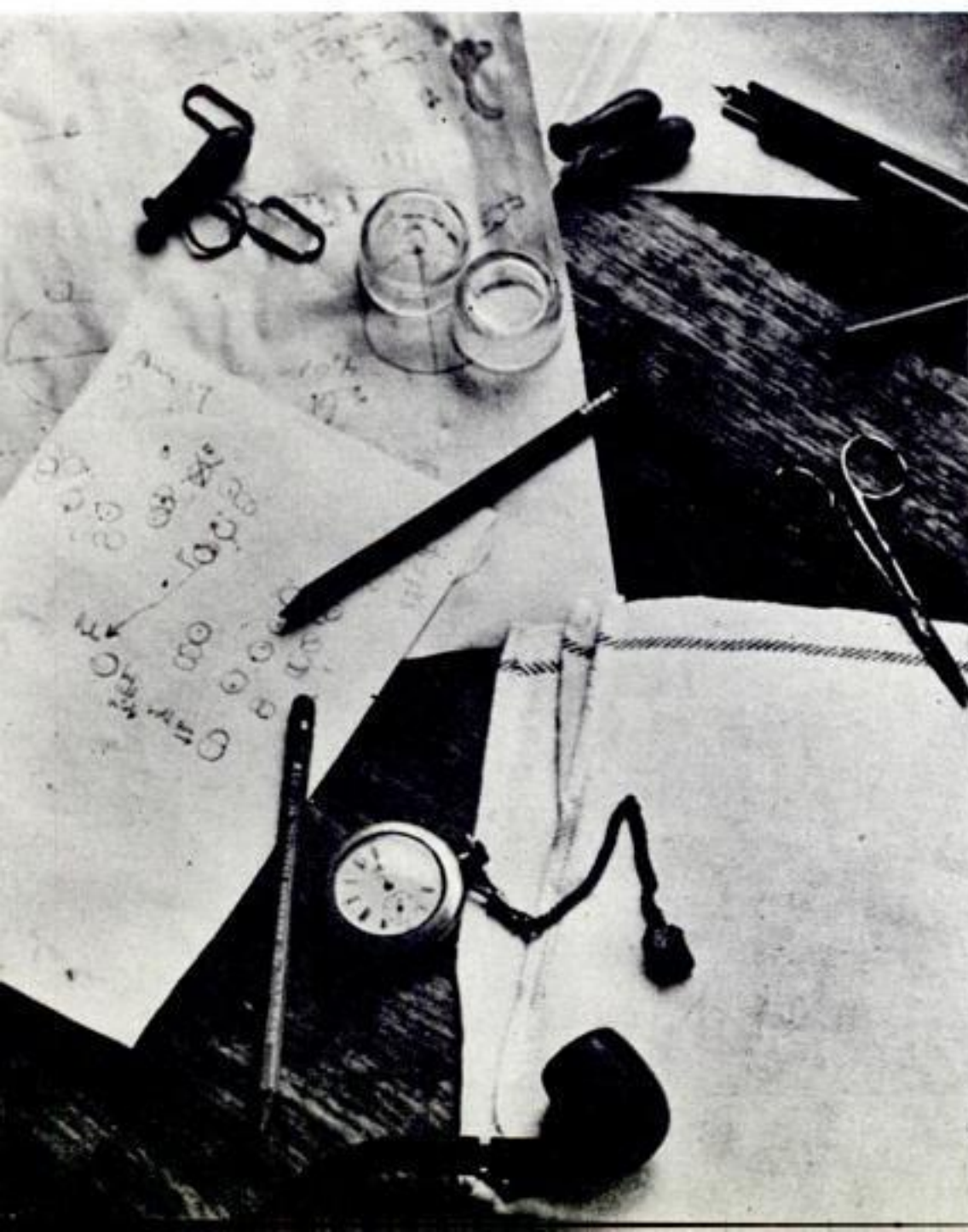
The purity and goodness of Charms are now further protected by this improved, convenient package. They remain always clean and fresh. A trial package will convince you.



Prolific fruit flies are shown here compared to a stamp. The large chromosomes in their salivary-gland cells facilitate observation.



Old cream bottles filled with fruit flies cover Dr. Morgan's tables and shelves. Below, are his notes on inherited characteristics.



SCIENCE & INDUSTRY

DR. MORGAN'S FRUIT FLIES EXPLAIN HEREDITY

Grand old man of genetics (the science of heredity) is Dr. Thomas Hunt Morgan of California Institute of Technology. Every summer Dr. Morgan spends three months at Marine Biological Laboratory at Woods Hole, Mass. where these pictures of him were recently taken. For more than 30 years he has probed the laws of heredity. For coming close to solving them he was awarded the 1933 Nobel Prize for Medicine.

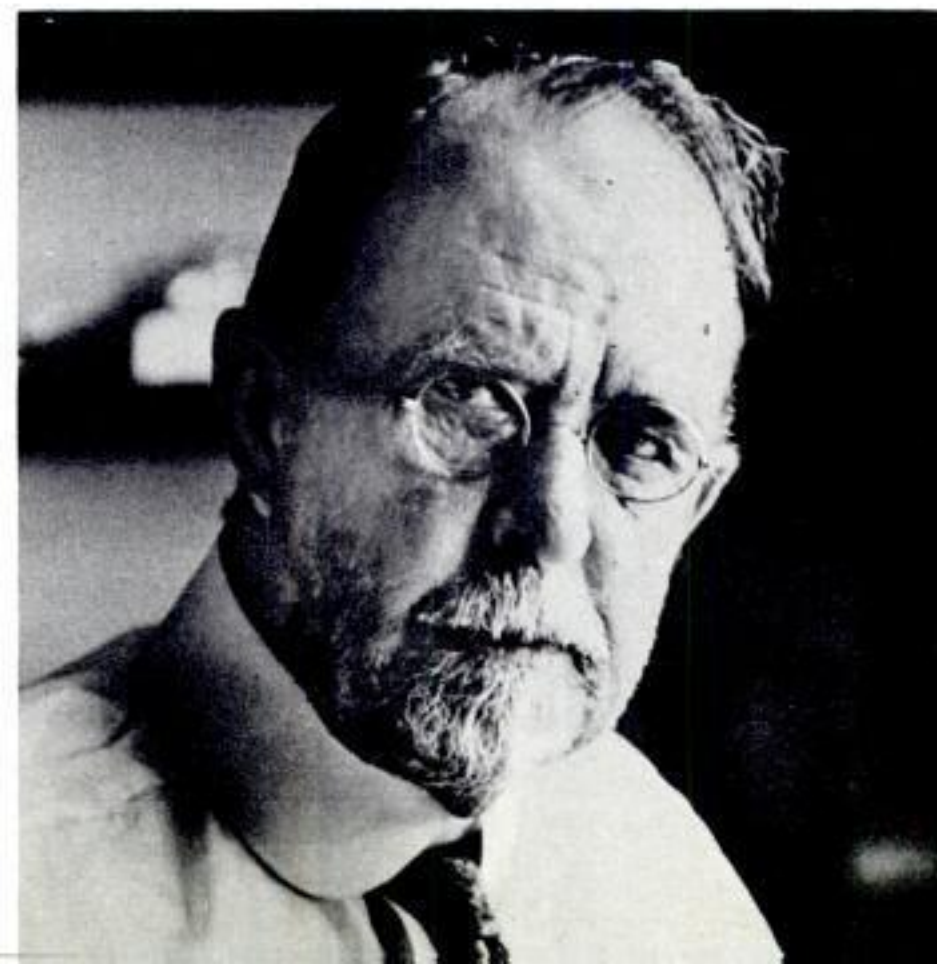
To show how characteristics are transmitted from one generation to the next, Dr. Morgan chose the fruit fly (*Drosophila melanogaster*) for laboratory experiments. These quick-breeding insects, producing 25 to 30 generations a year, demonstrate that such transmissions follow a regular system (Mendel's

law). In fruit-fly germ cells Geneticist Morgan found granules arranged in four different ways like strings of beads. These strings are called chromosomes and appear to be made up, in turn, of ultra-microscopic cylinders called genes. After observing the behavior of fruit-fly cells for many years, Dr. Morgan concluded that the chromosomes transmitted characteristics, that characteristics are not only inherited individually but also in groups according to the transfer of groups of genes from one chromosome to another. Hence the cell nucleus which contains the chromosomes is the building block of Dr. Morgan's theory of heredity. For experiments by a woman scientist who may now revolutionize such biological concepts, turn the page.



Dr. Morgan at 71 is a kindly, modest gentleman whose whole life has been devoted to scientific research. Above, he is attending the annual corporation meeting of the

Marine Biological Laboratory at Woods Hole. Below is his wife, Lilian, who is also a researcher in her husband's field. She discovered a female fly with male characteristics.

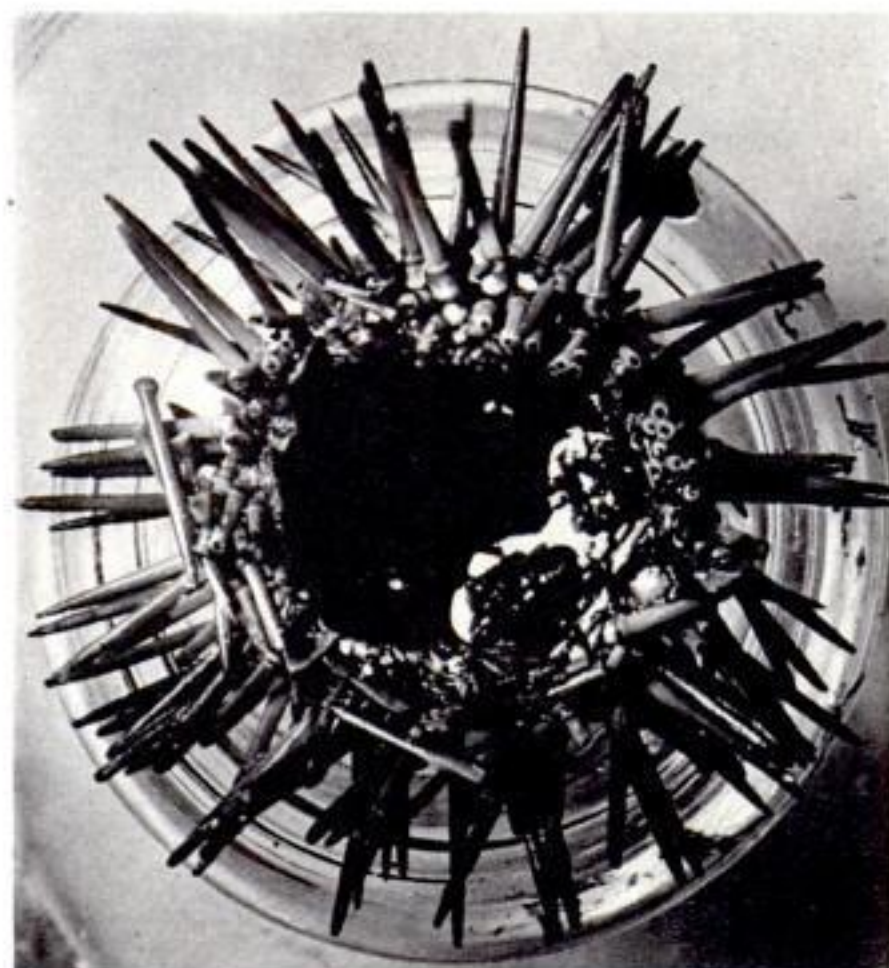
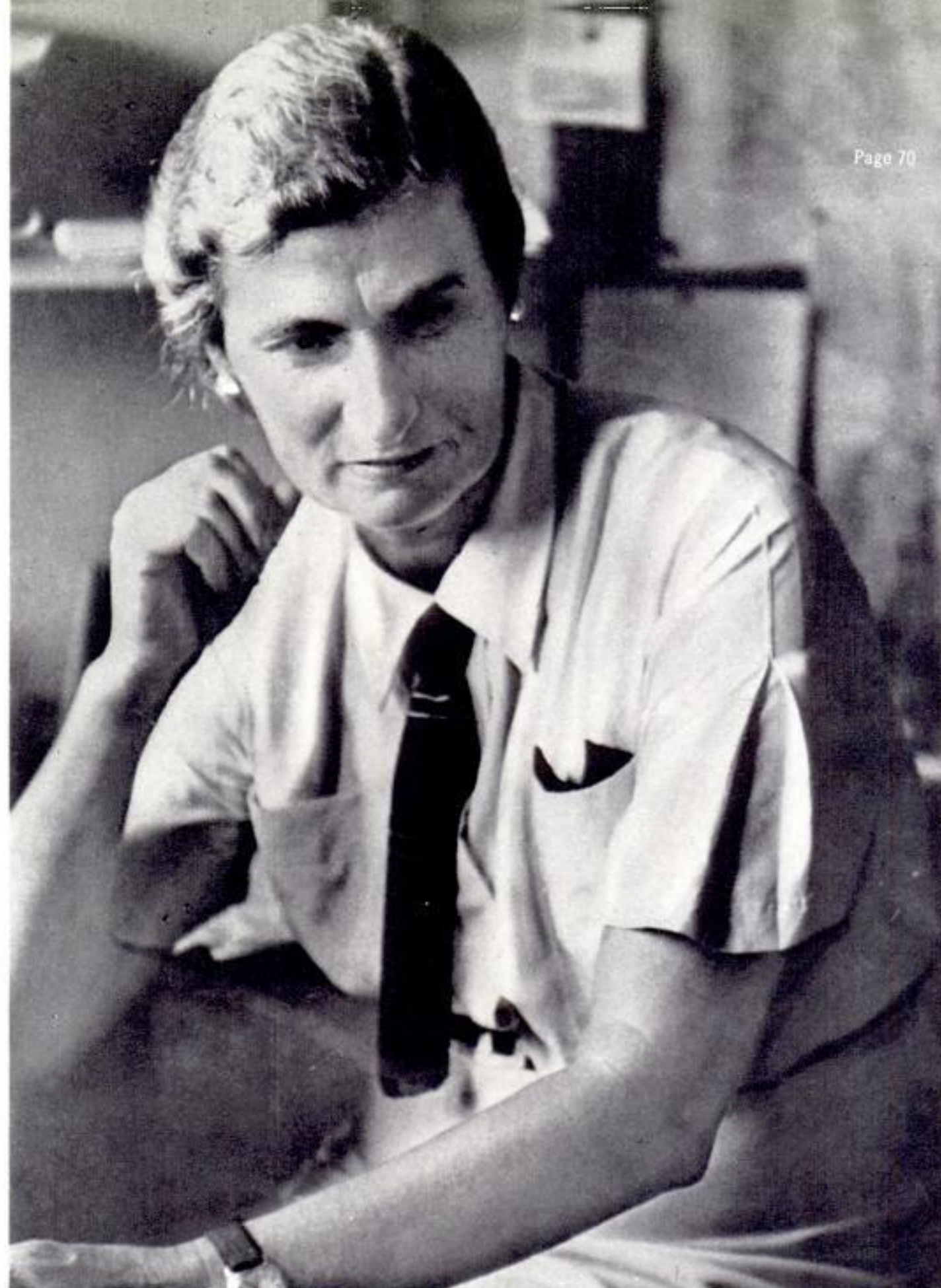


NEW LIFE IS CREATED WITHOUT SEX

Dr. Harvey grows unfertilized sea-urchin cells

Dr. Ethel Browne Harvey (right), wife of Princeton University's famed physiologist Dr. Edmund Newton Harvey, is an able biologist in her own right. Like Dr. Morgan (see previous page), she too passes her summers investigating minute organisms at Marine Biological Laboratory at Woods Hole. Unlike Dr. Morgan, she is not interested in cell nuclei, chromosomes and genes but in that part of the germ cell which is outside the nucleus, called cytoplasm. The nucleus has always been known as the part of the cell essential to reproduction. The cytoplasm is supposedly sterile matter.

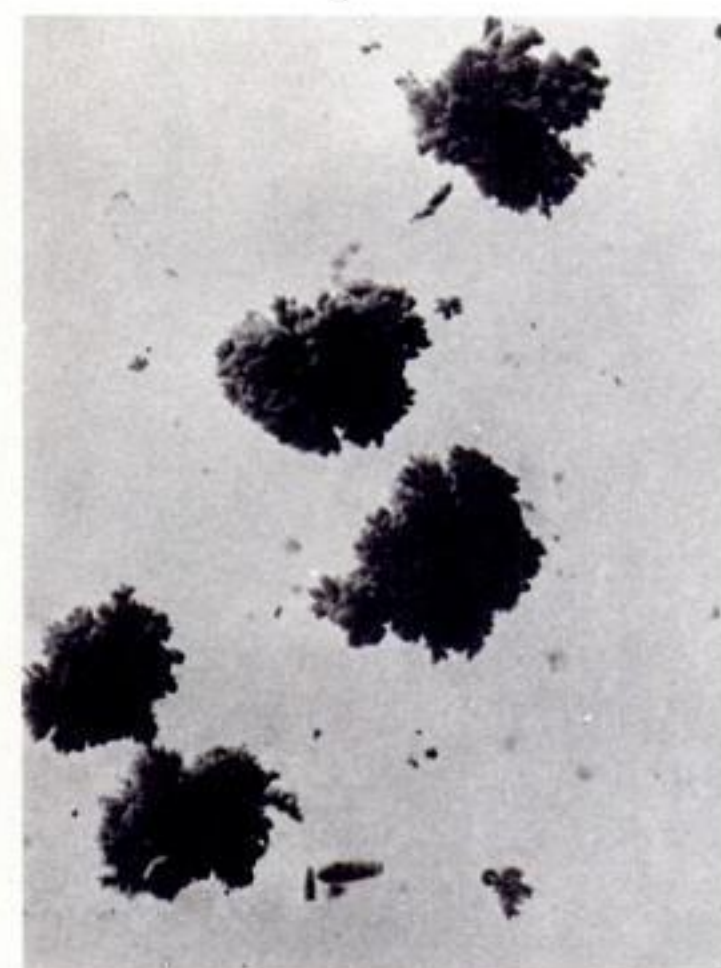
The sexless creation of animal life is now the astounding achievement made by Dr. Harvey. She has created the first stages of development in the existence of the sea urchin from the cytoplasm of cells which lacked the maternal nuclei and were never fertilized by the male germ cell. To obtain such results she first extracted mature unfertilized egg cells from the ovaries of a sea urchin (*Arbacia punctulata*). These are put in a centrifuge which whirls them around at terrific speed. The cells are drawn apart and finally broken in two. The half cells containing the nuclei are discarded. Those containing cytoplasm are kept. The latter are treated with concentrated sea water and chemicals, then transferred back to normal sea water. There, these theoretically sterile cytoplasm cells start to reproduce by division. As many as 500 are thus obtained by successive cleavages. These nonnucleate cells have the appearance of early embryonic development, have lived as long as one month. If Dr. Harvey is able to carry the process one step further she will have upset fundamental concepts of biology.



1 The ovaries of the spiny sea urchin are the two small clusters inside the opened shell and to the right. They contain the mature unfertilized eggs.



2 Dr. Harvey uses tweezers to take ovaries out. Normally, eggs in the ovaries would be fertilized by male germ cells and reproduce by division. In this experiment reproduction will be accomplished without the male cell.



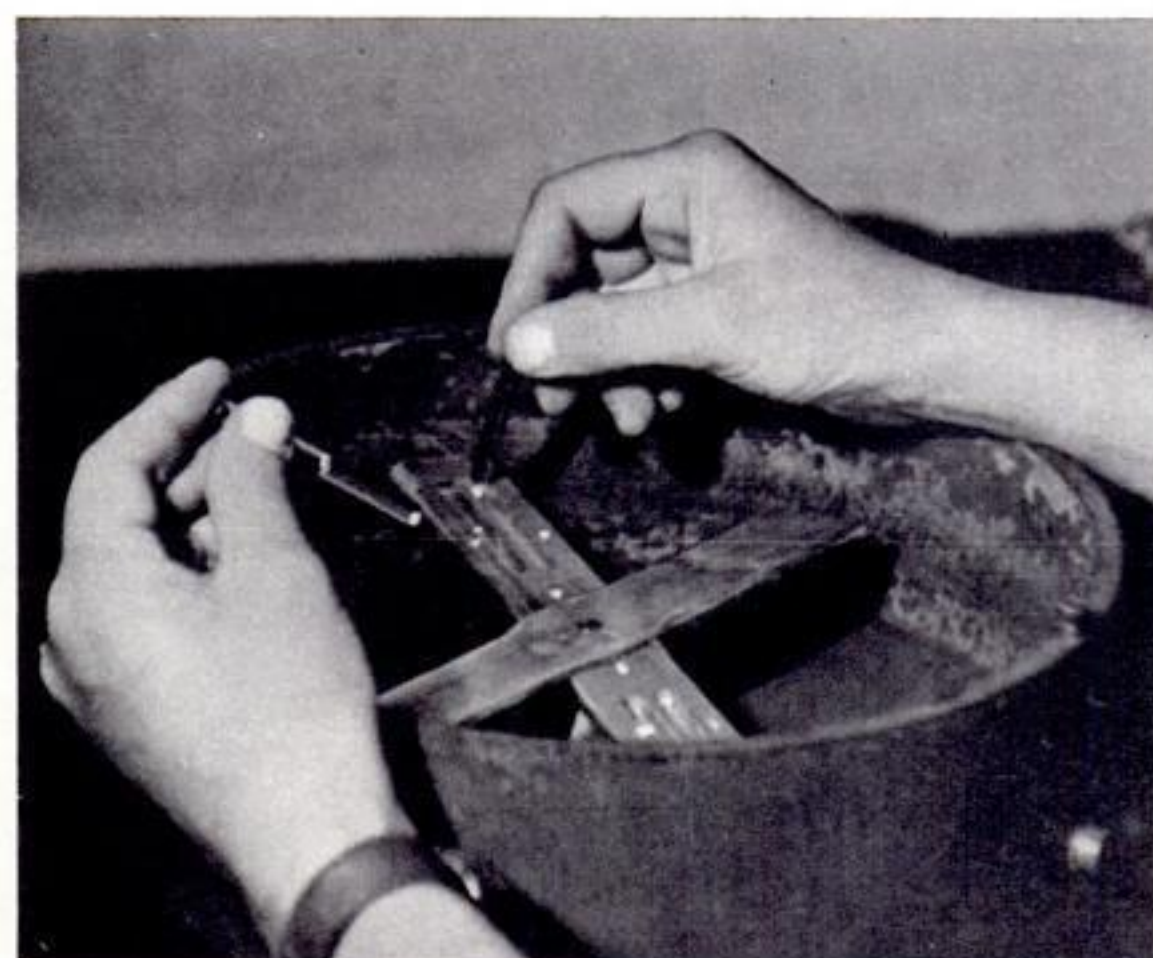
3 These egg clusters from the ovaries have been placed in sea water. Each egg contains the nucleus and a fluid cytoplasm.



4 The clusters are filtered, shaken up and allowed to settle in sea water. Each cluster is composed of thousands of eggs and each egg is less than $3/1,000$ of an inch in diameter.



5 The eggs are placed in a small tube. A sugary solution is added to make liquid sufficiently dense to suspend the eggs.



6 The tubes are slipped into grooves in one of the crossbars in the centrifuge. The other crossbar then covers up the grooves, holds the tubes in position while the centrifuge revolves at great speed.

CONTINUED ON PAGE 72



"formula"

IS OUR WORD FOR IT

WE believe that, in advertising, *formula* is just another name for *rut*.

THE sales problems of products are as individual as eyesight; and advertising should be fitted to them as carefully as glasses are fitted to the eyes.

ANY attempt to formularize advertising—to cast a mould into which most advertising may be poured—places too

much responsibility on experience, and too little on original thought.

IT defeats all possibility of a completely fresh advertising approach. It recognizes only those problems that are common to many products, and ignores those that are peculiar to one.

AND besides, we think it's just a downright lazy way to tackle a job.

YOUNG & RUBICAM, Inc., advertising

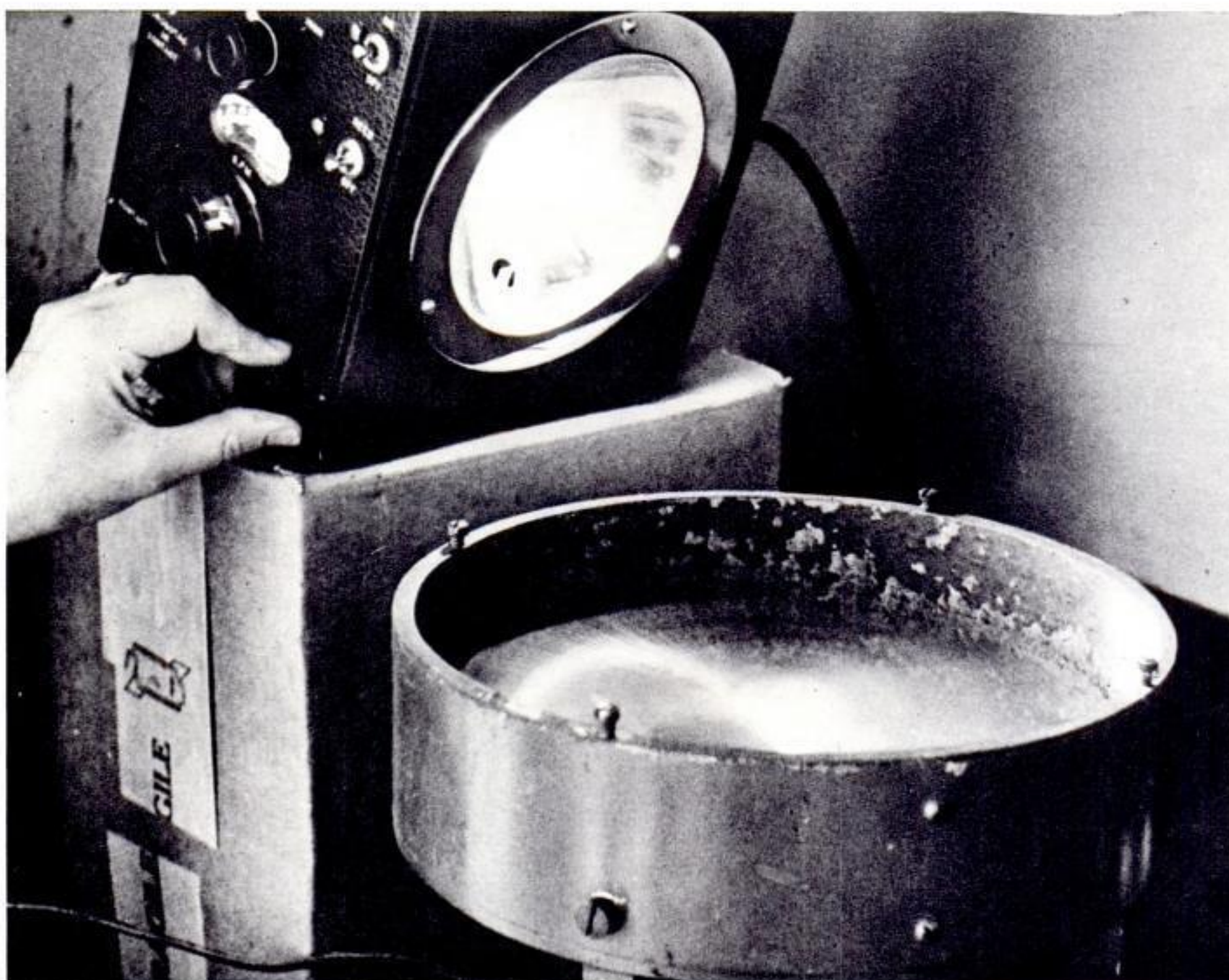
NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • TORONTO • MONTREAL

NEW LIFE WITHOUT SEX

Genetics may be revolutionized

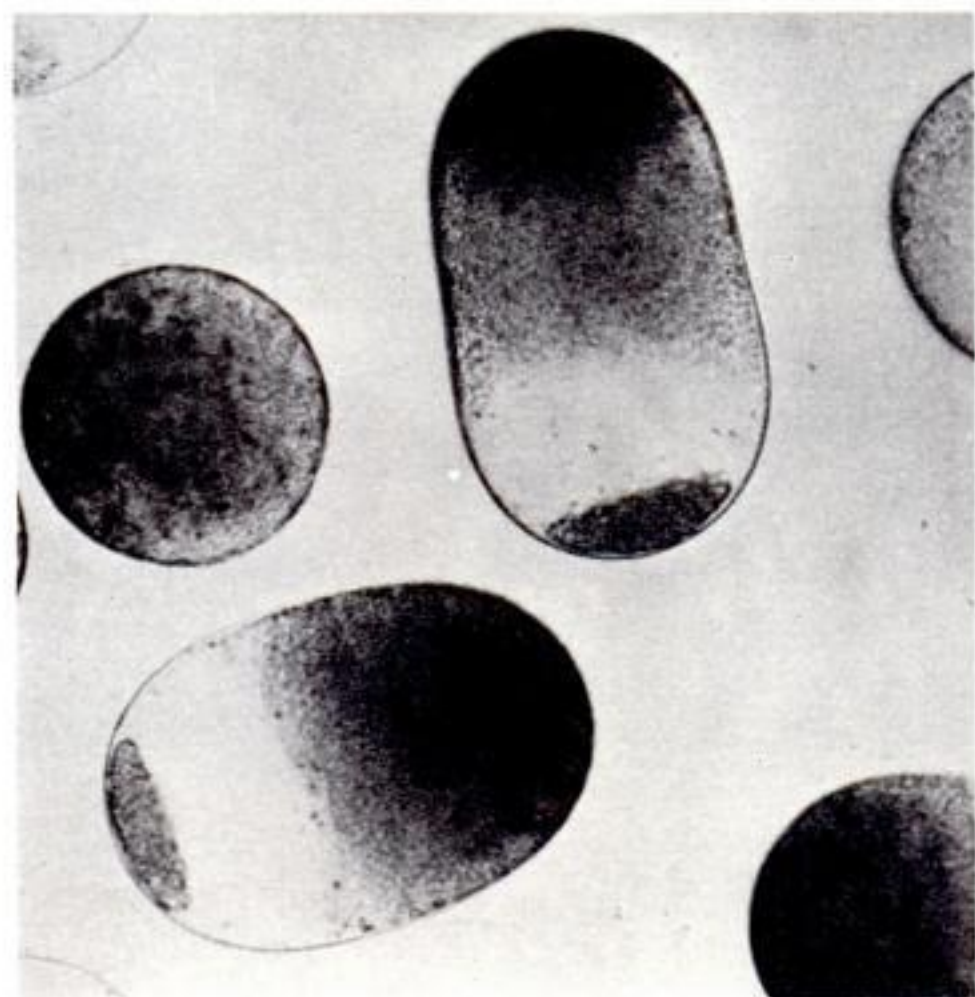
Dr. Harvey's experiment with sea urchins is the first known case in which cells, deprived of both male and female nuclei and consequently of chromosomes and genes, have divided and reached the first stages of body development. Many years ago it was demonstrated that the male cell could be dispensed with. However, when both nuclei are lacking it means that the part played by nuclei is far less important than was previously thought. Hence the maternal cytoplasm must have within itself the potentialities of controlling a part of cell development.

Dr. Harvey concludes that either these potentialities were previously given to the cytoplasm by the nucleus or are entirely nonnuclear. If the latter supposition is true, inheritance by genes would be restricted to later developmental stages or would control only certain characteristics while the cytoplasm would govern the general growth of matter. Dr. Harvey does not attempt to upset accepted beliefs but she does think that if further growth of nonnucleate cells is obtained it will be necessary to establish some new concept of genetic inheritance.

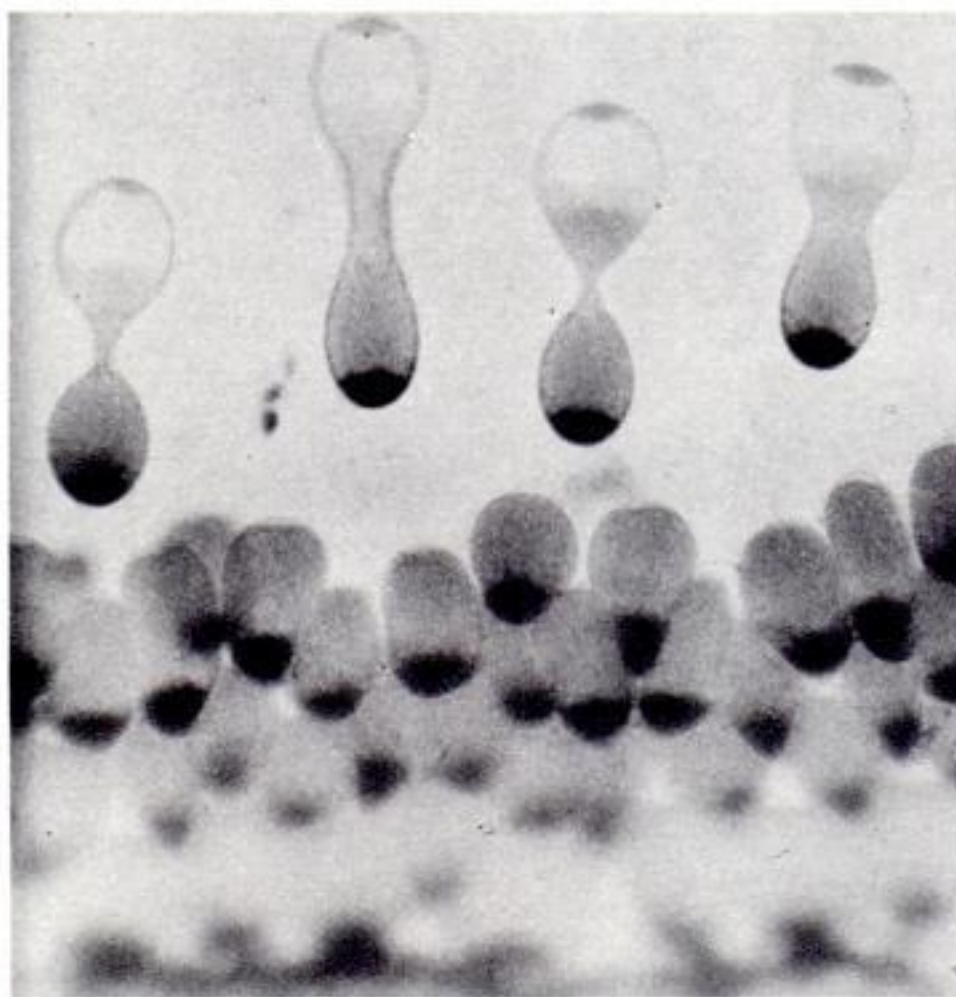


7 The whirling centrifuge containing the cells produces a force 10,000 times that of gravity. As a

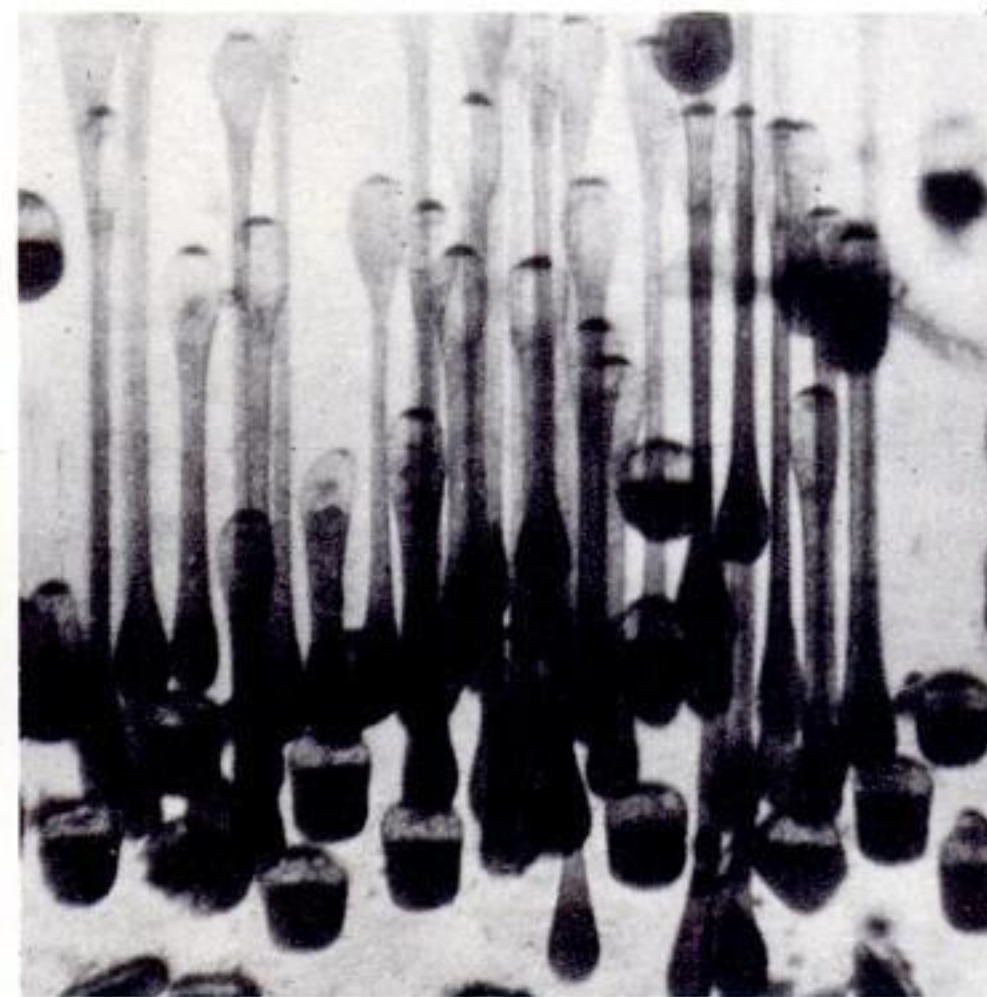
result, each cell distends and the heavier cytoplasm is thrown to one end while the nucleus remains at the other.



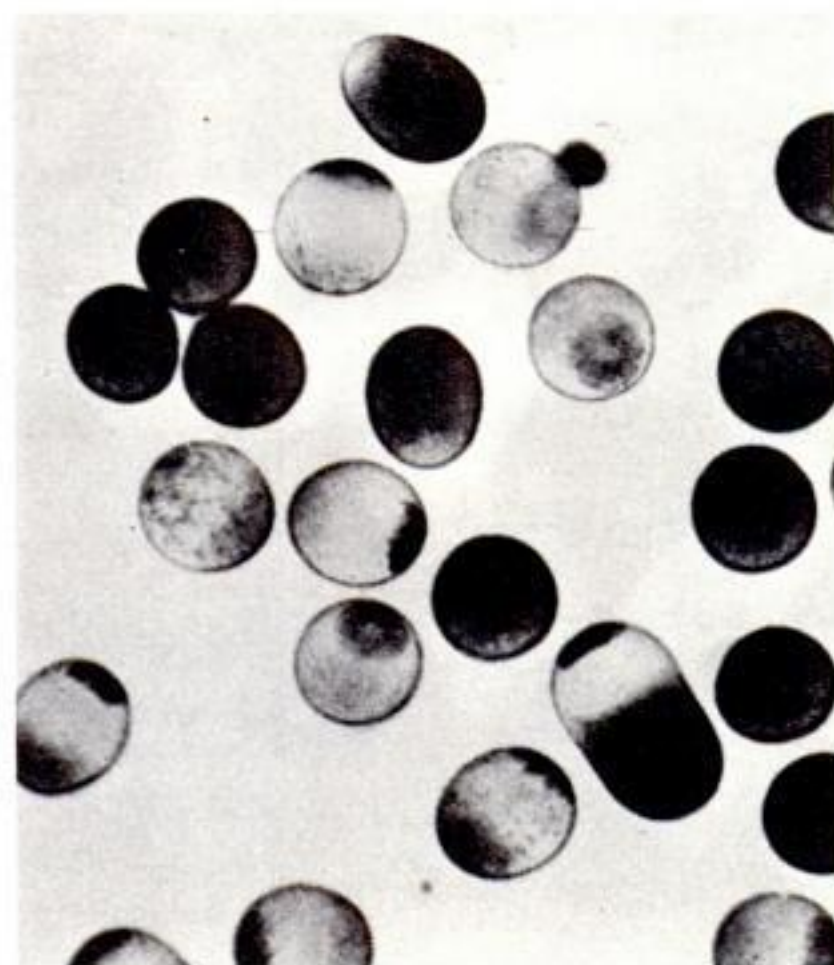
8 A cell which has been whirled a little becomes elliptical. The nucleus and cytoplasm begin to separate.



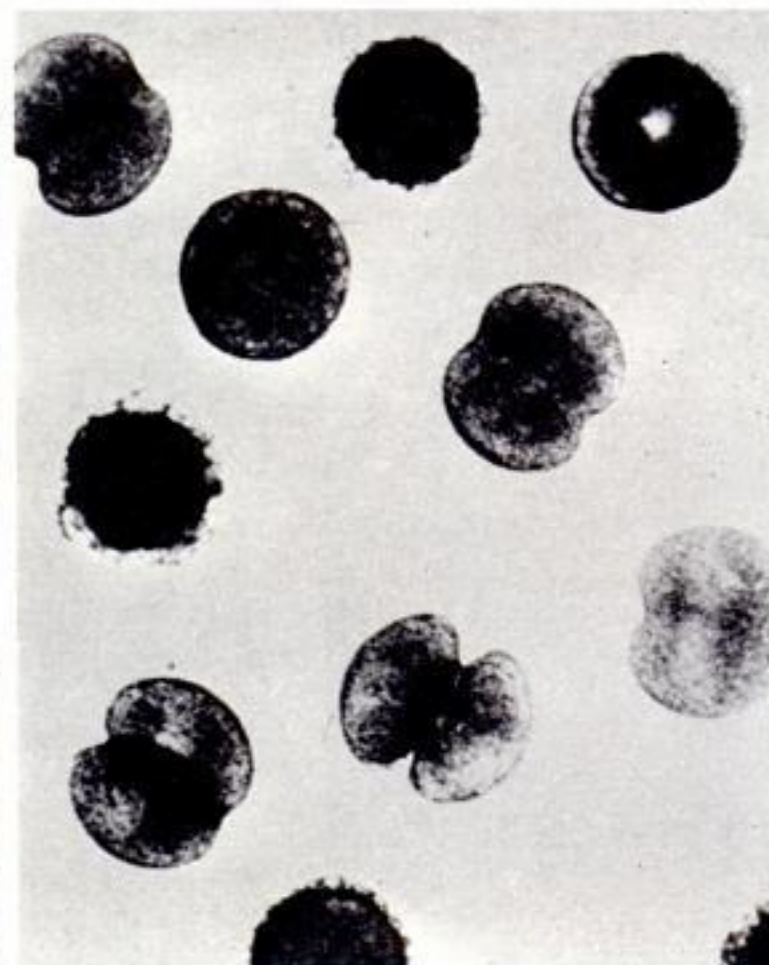
9 The centrifuge has been accelerated and several cells are about to break in two. Nuclei are at top.



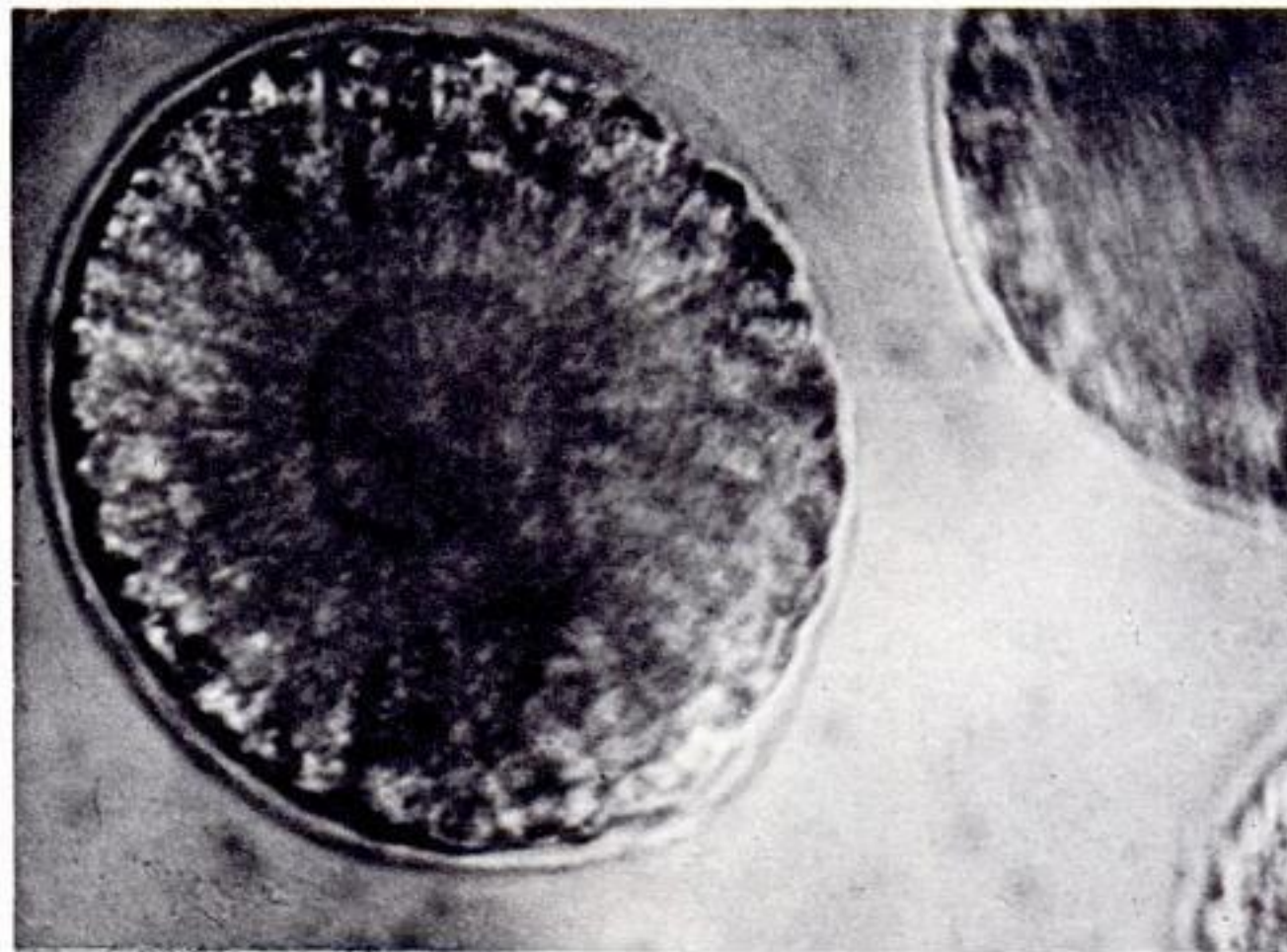
10 At top speed the spheres are far apart. Shortly after this microphotograph was taken, they were separated.



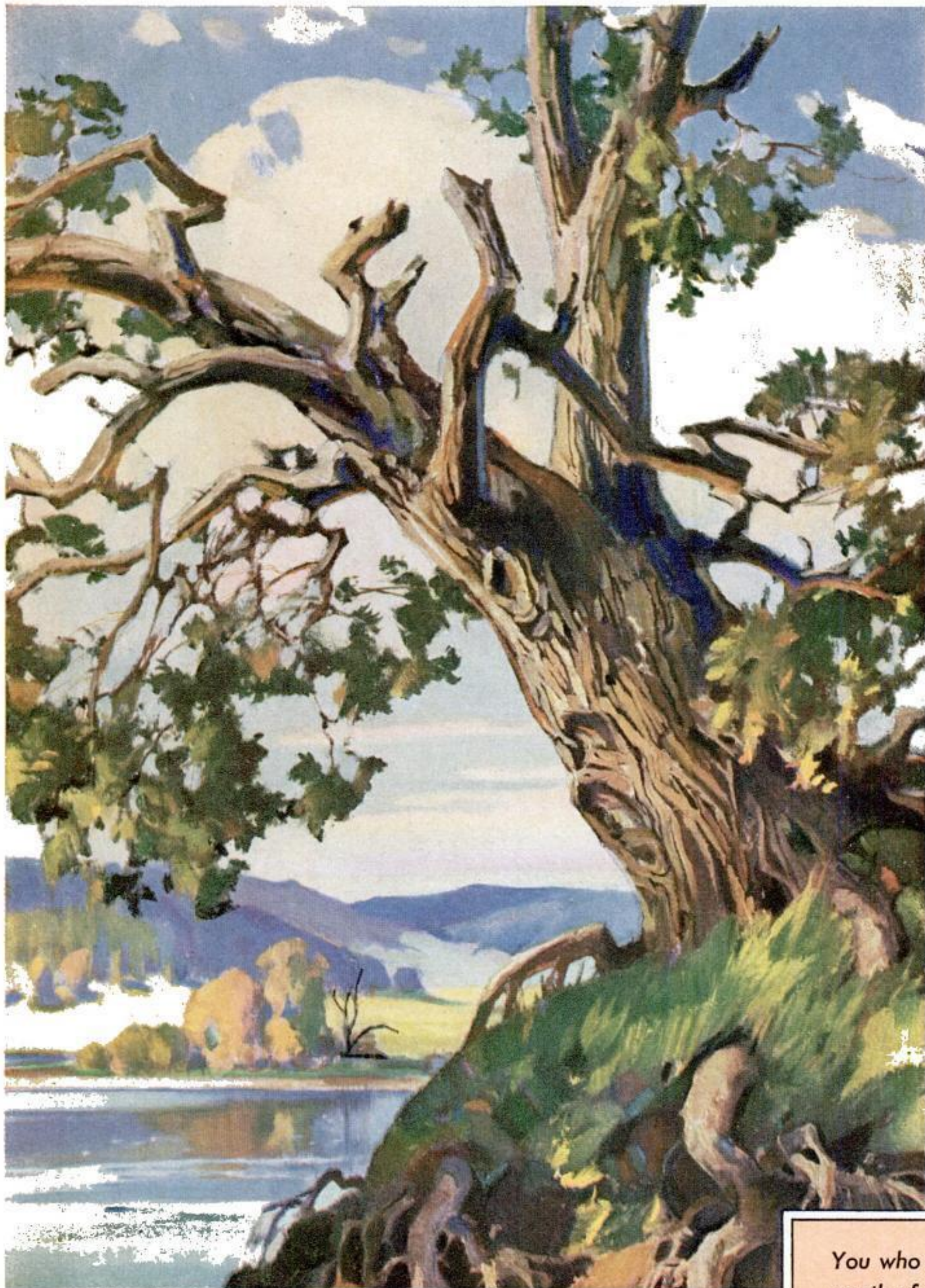
11 Some of the germ cells have ruptured into nuclei (part white) and cytoplasm (all black).



12 Reproduction by cleavage starts after cytoplasm is activated by sea water.



13 After twelve hours this nonnucleate cell cluster results from successive divisions. As yet Dr. Harvey has been unable to carry the process further.

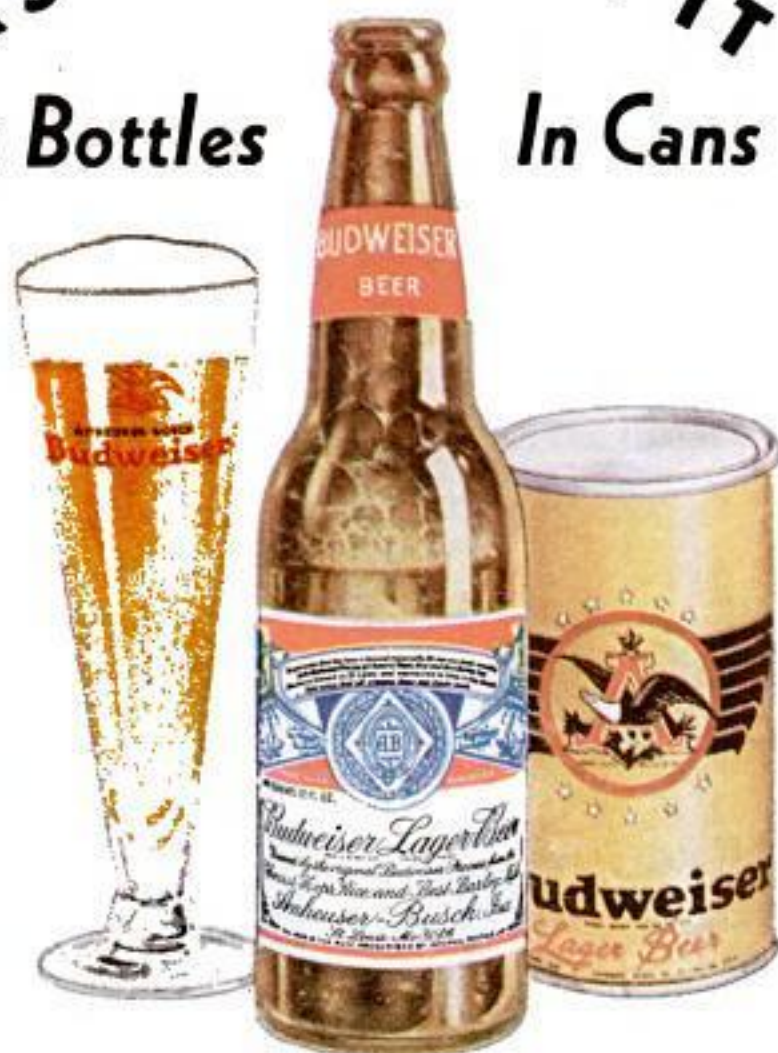


What an Acorn needs is Management

If the wind manages to drop the tiny acorn in the right spot... and rain and sun and Mother Earth manage to nourish it properly... you get a mighty oak.

If the finest barley Nature produces manages to get together with the costliest of domestic and imported hops... and they in turn manage to have the guidance of priceless brewing skill... you get a mighty fine beer. If you want a fine beer with an utterly distinctive bouquet and taste, you ask for BUDWEISER.

AS YOU LIKE IT
In Bottles In Cans



You who drink BUDWEISER have bought millions of dollars worth of barley and hops from American farmers... paid millions more in taxes into federal, state and local treasuries... provided wages for workers in allied industries... kept railroad men on the move... brought profits to retailers everywhere and business and activity to properties long vacant... Yes, whenever you drink BUDWEISER you are helping somebody.

Adolphus Busch IV
President



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Order a carton for your home... NO DEPOSIT REQUIRED

A N H E U S E R - B U S C H • S T . L O U I S



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LET RAW WATER

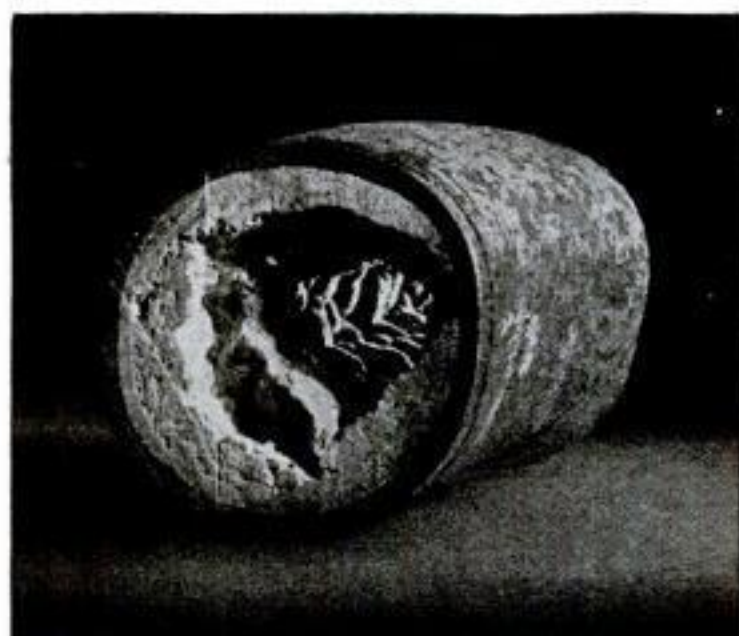
GET INTO YOUR HOME!



RAW WATER makes clothes and linens "gray," smell sour, wear out quickly. Enlargement shows how harsh soap curd formed by raw water destroys cloth fibres.



RAW WATER washes dishes dirty! Coats them with the sticky scum that raw water and soap make. Wasteful of soap, it harms hands.



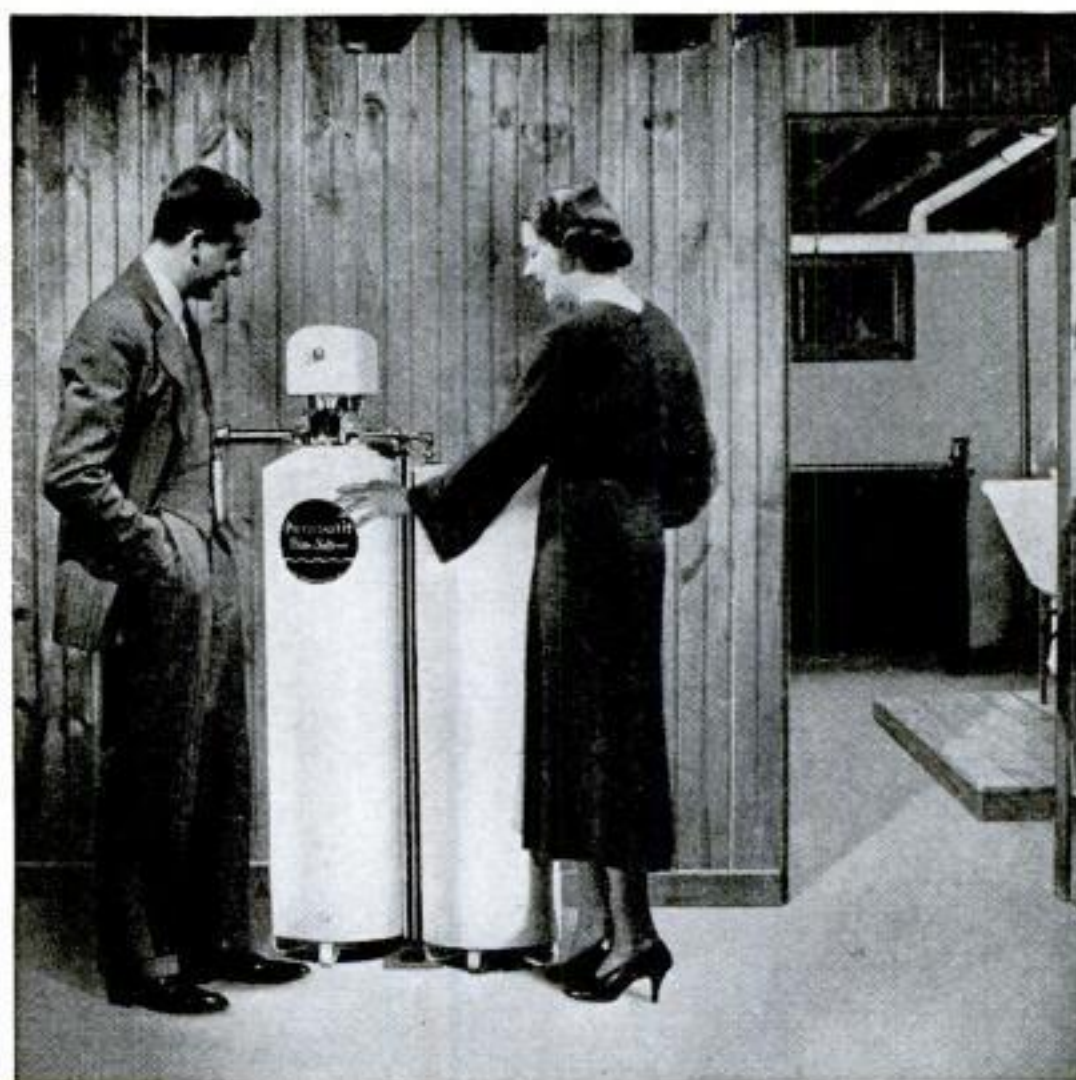
RAW WATER chokes plumbing (scale clogs any kind of pipe)—water can't flow properly—dribbles out of faucet. Makes costly plumbing bills.

All natural water is impure. It contains suspended and dissolved impurities; gases, minerals, refuse. Your city removes germs by chlorination, and that often leaves bad taste. Further conditioning is seldom done.

Water that is good to drink may be hard; very bad for bathing, laundering, shaving. Or the water may be corrosive, dirty, cause iron stains, or have an unpleasant taste or odor.

Permutit Water Conditioning to correct any of these conditions can be easily installed right in your own home. Can be purchased at new low prices, for 25¢ a day or less. New, electric, automatically controlled models.

In average use, Permutit Water Softeners pay for themselves quickly by large savings in soap, fuel, plumbing expense, etc. Thousands are in use in residences, hospitals, hotels, public buildings and industrial plants. Backed by 25 years experience in meeting exacting demands of industry for trouble-free water. Distributed only by authorized Permutit dealers.

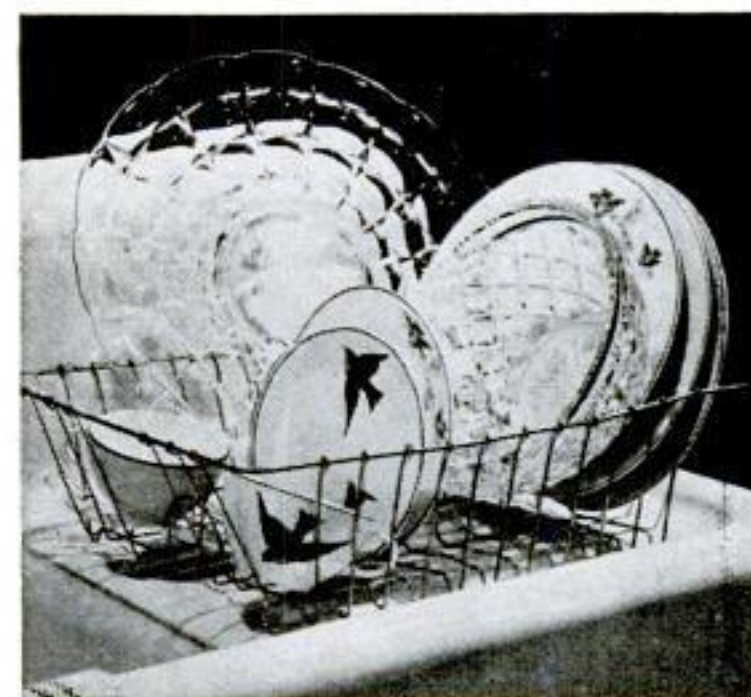


This simple Permutit Water Softener will quickly save its cost in your home. New electrically controlled automatic model. New low price. Buy it for 25¢ a day or less. (Permutit equipment is used to take out dirt, bad taste and odor, stop corrosion, remove iron. Write for bulletins.)

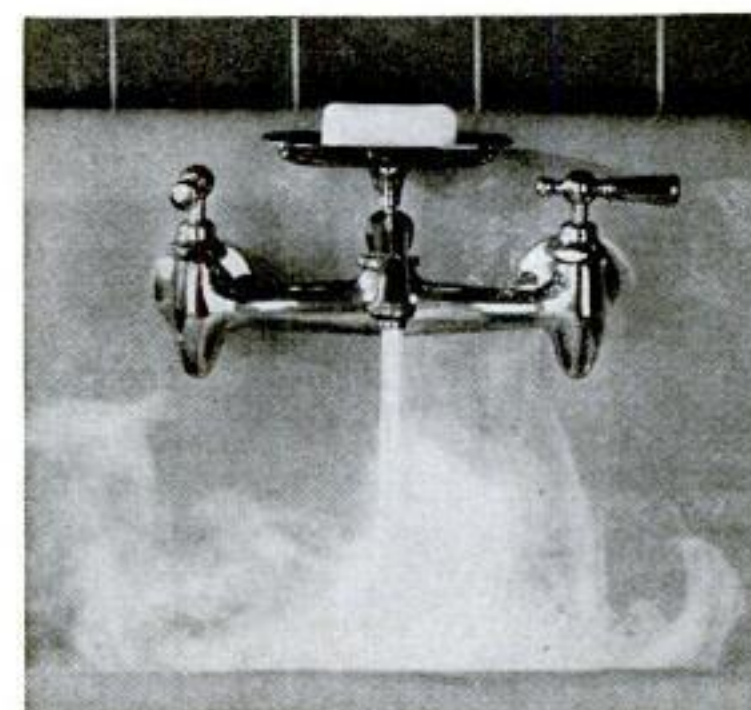
Permutit Franchises are available in some valuable territories. Write today for Dealer Plan.



PERMUTIT* WATER CONDITIONING makes clothes wash whiter—sweeter—uses less soap—saves time and strength. Enlargement shows cloth fibres clean, whole, durable.



PERMUTIT* WATER CONDITIONING makes dishwashing quicker, easier. Just rinse in soft water and no towelling is needed to dry. Saves time, soap, skin.



PERMUTIT* WATER CONDITIONING prevents scale and corrosion. Water flows freely—there is more and hotter water. Fewer plumbing repairs—longer life to piping.

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Water is hard ☐ Water contains iron ☐
Water is dirty ☐ Water is corrosive ☐
Water has bad taste or odor ☐

Name.....

Address.....

City..... State.....

County.....



***Permutit**
WORLD'S LARGEST SPECIALIST IN
Water Conditioning

There is Permutit equipment to soften water, to take out dirt, bad taste and odor, to remove iron, to stop corrosion. A complete water conditioning service! Recommendations and analysis free.

THE PERMUTIT CO., 330 W. 42ND. ST., NEW YORK, N. Y.

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LEGLESS MAN SWIMS FROM ALBANY TO N. Y. C.

"Jimmy" sets endurance record down Hudson



At 6 p.m. Aug. 23, Charles ("Jimmy") Zibelman, 44-year-old legless swimmer, left Albany to swim 145 mi. down the Hudson River to New York's George Washington Bridge. At 9 p.m. Aug. 29, after 148 consecutive hours in the water, he passed under the bridge, setting a record for distance and endurance.

On his trip, "Jimmy" used 45 lb. of grease, smoked 150 cigars, munched sugar cubes soaked in brandy, lost 26 lb. and grew a beard. The loss of his legs in a streetcar accident at 9 makes him unusually buoyant. His expenses included hiring a rowboat to follow with cigars and food, a launch with six Red Cross lifesavers. At trip's end, an ambulance whisked him off to a hospital. There he pondered stage and radio offers, said his next big swim would be from Key West to Havana.

Heavy goggles protected "Jimmy's" eyes from dirt and water until he lost them on the third day. "I feel kind of funny being out of the water," said "Jimmy" as a policeman helped him up to the pier and a thousand onlookers cheered.



*"Baskette" is a rough, basket weave
"Kay-Spun" is as smooth as was Eve,
In gloves made by Kayser,
These weaves for the wiser
Put style at the end of your sleeve!*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy — it's fun! And you'll win 6 pairs of Mir-O-Kleer** Hosiery for each limerick we accept. Mail to Kayser, Dept. L, 500 Fifth Avenue, New York City.

WHICH? Take your choice of these perfect-fitting Kayser gloves! Baskette* is rough and "tweedsy"... Kay-Spun* is skin-smooth. Both washable, both made in U.S.A. — each is the other's only rival in variety of styles and colors! \$1.00

"BE WISER... BUY KAYSER"

KAYSER



HACRAE

*TRADE MARK, COPR. 1937, JULIUS KAYSER & CO. **TRADE MARK, U. S. PAT. NO. 1,969,307

HOME-COMING AMERICAN TOURISTS

They discover that Mussolini's Italy and Hitler's

The people on these pages have two common distinctions. All are Americans just back from Europe. None of them is a newspaper personage. Ship-news reporters and photographers swarm over every important ship that enters New York Harbor. But they seek out only celebrities. Famous men deliver themselves of practiced opinions. Famous girls hop up on a rail and cross their legs for press pictures.

Meantime the really important travelers—the ones shown here and their like—are ignored. They are important because there are so many of them. Some 2,000,000 American doughboys discovered Europe during the War. Every summer since then more and more everyday Americans have been crossing the Atlantic to see the Old World for themselves. By 1929,



HERMAN WERNECKE

An 80-year-old retired Minneapolis furniture manufacturer, he has just returned from a tour of German spas. "I found Germany better than I expected," says Mr. Wernecke. "The people are prosperous, busy and well-clothed." A widower, he brought no gifts to his friends. "Too much bother," he explained. He added he was coming back to "die in America."



BESS STEELE

From Waukegan, Ill., she is a student at Sarah Lawrence College in Bronxville, N. Y. and has been on a student tour. "If I had to live over there," says pretty Miss Steele, "I'd choose Paris. But of all the places I saw, I liked southern Germany best, especially Munich. The people all seemed very nice and awfully good to tourists. I didn't hear anybody talking about war."

HARRY ROSSMAN

"I like America best," declares this Russian-born American citizen after his first trip abroad in 31 years. England was the only country that Mr. Rossman visited. Mr. Rossman, of 226 Brooklyn Ave., Brooklyn, is in the clothing business.



F. M. VAN HORN

"Mussolini," says he, "has cleaned up Italy." Mr. Van Horn, who teaches English in a Milwaukee high school, saw no signs of war during his Mediterranean cruise except a few warships. He disliked the Turks—"suspicious and unfriendly."



PAUL C. RENNO

"I liked Hitler's Germany," says this Chicago sales manager of a machine-tool company. "There's more war talk over here than in Europe. Probably that's because the press is controlled over there and nobody knows what is really going on."



FIND EUROPE PREPARED FOR PEACE

Germany are clean and pleasant places to visit

there were 500,000 such explorers. Last year, with Recovery well on the way, there were over 330,000. This year, preliminary figures indicate that well over 400,000 are making the trip. Primed to enlighten their friends with firsthand reports of what is currently what in Europe, they will exert an enormous influence on U. S. public opinion.

You find here a cross-section of the 400,000 and the opinions they are bringing back. They are gladder than ever to be Americans. They bought little abroad except souvenirs, finding that you can get just as much or more for your money in America. They did not discover many signs of an imminent European war. They did discover, however, that dictator-ridden Italy and Germany are extremely attractive countries to visit.



FLORENCE W. BERNSTEIN

A New York City life-insurance saleswoman, she traveled through Italy with Phil Baker's sister. "I could write a book about Italy!" exclaims Miss Bernstein. "It is so cheap, so clean and so magnificent. Men patrol the streets to see that women are not insulted. I talked to several Italian officers and they are ready to die for Mussolini. They think he is the gospel."



EDWARD MYERS

From a bicycle tour of Europe, this Princeton senior of Elizabeth, N. J. returns convinced that "Mr. Hitler has done a good job. He is keeping the people's minds off their economic troubles and building up the country." Italians, on the other hand, seemed to have "a hang-dog look." Belgium was "scared to death" of war; and Paris also appeared "nervous."

FATHER WILLIAM FLANAGAN

High spots of this Catholic priest's trip were a papal audience at Rome and a sight of the spiritual beliefs, "almost transcending mortality," exhibited by pilgrims at Lourdes. Florence and Killarney were this San Franciscan's favorite places.



MRS. PERCIVAL GRANGER

A Philadelphia lawyer's wife, she studied in Germany for six years before the War. "The ordinary traveler gets an excellent impression of modern Germany," says Mrs. Granger, "but I was told that things are not so pretty under the surface."



JOSEPH WRENCH

A sales manager from Amityville, N. Y., he was born in England, goes back every few years. "I found almost a transformation. England has made such progress since my last trip," declares Mr. Wrench. "Nobody seems worried about war."



IN TOMORROW'S CITY

YOU'LL CROSS RIGHT UNDER MAIN STREET

Page 80

predicts Norman Bel Geddes, Authority on Future Trends

"YOU won't have to wait for traffic lights to change when you want to cross Main Street in 1960," says Mr. Geddes. "Conveniently located underpasses will take you right across without a stop."

"All traffic going 10 blocks or more will speed along 50 mile-an-hour Express Streets connected by ramps

with a network of one-way Local Streets.

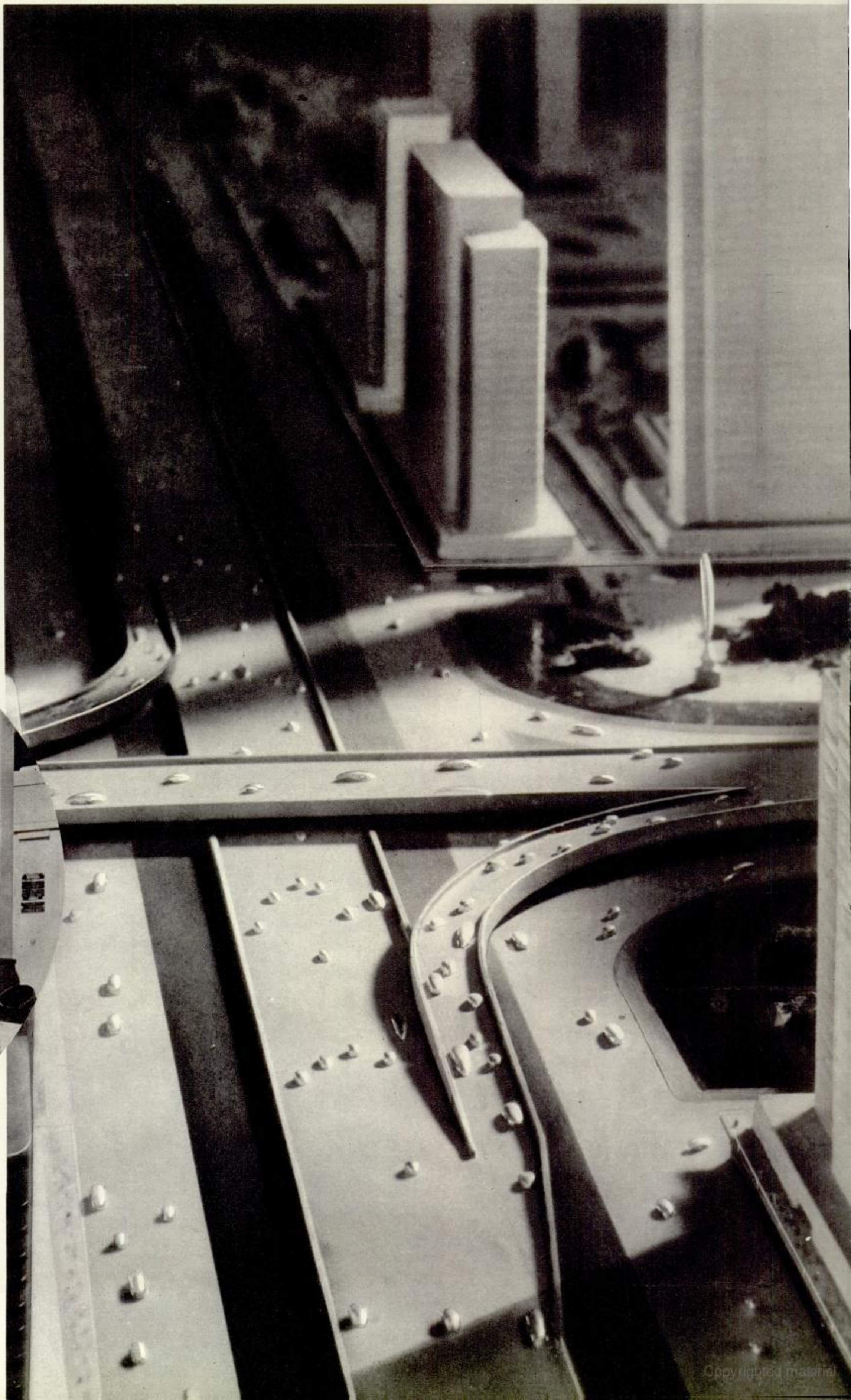
"Local Streets will be free from interference—from building line to building line. Parking and truck-loading space will be beneath buildings . . . Pedestrians will use elevated sidewalks—shop and cross streets at the second-story level."



Today 4 miles in every 5 are Stop and Go—the costliest kind of driving you do. Nationwide the average motorist makes 30 stops daily. And only one stop can waste enough gasoline to drive your car 5 blocks.



"Motor-digestible" is the term used by automotive engineers in describing Super-Shell—so quickly, so completely is its high-energy content converted into power under all driving conditions. The regular use of Super-Shell will cut the cost of your stop and go. There's a Shell dealer near you.



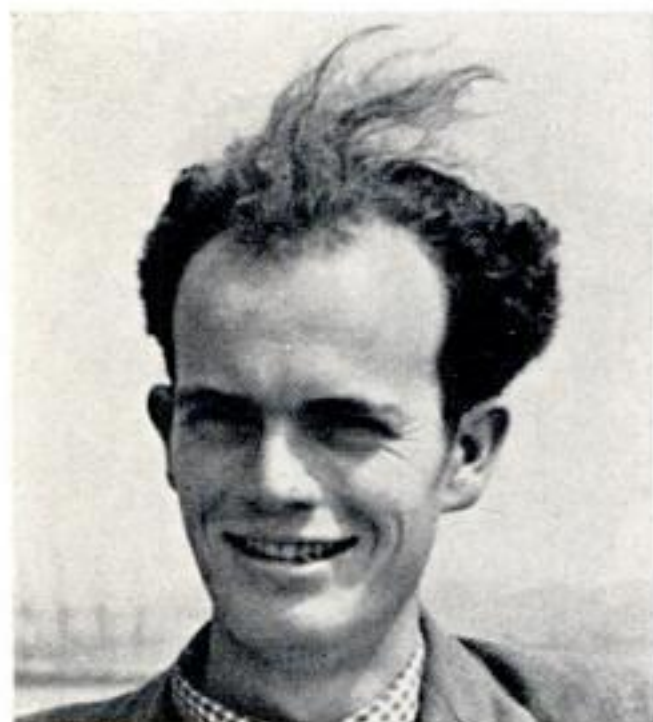
Homing American tourists (continued)



MRS. LEROY FITZHERBERT & DAUGHTER

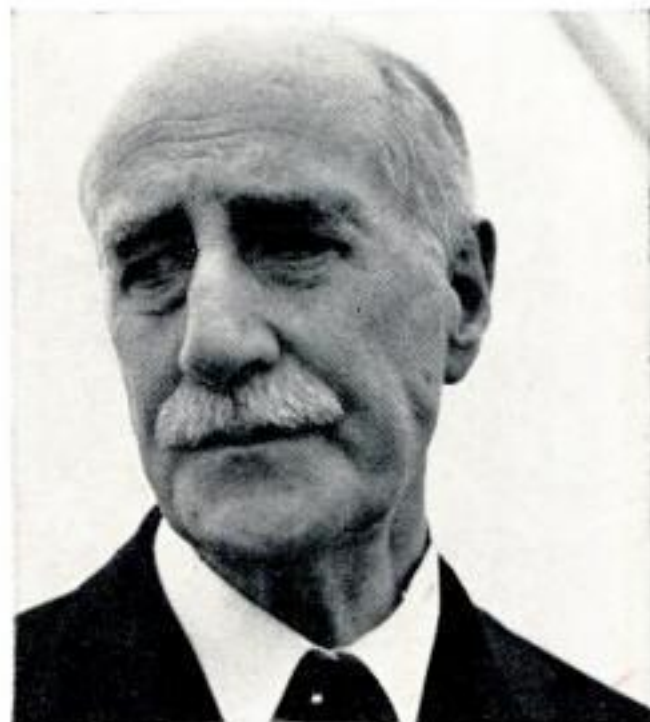
She is the wife of a Boston insurance man. Her daughter's name is Margie. They had a splendid seven-week trip, their second. "We liked Austria and

Switzerland best," they declare. "The scenery was so lovely, the people were so friendly." Their favorite souvenir was a sand-colored stuffed British lion.



WILLIAM ATKINSON

This Los Angeles sculptor went on a Y.M.C.A. group tour, conferring with scholars en route. He fears war, thinks that Mussolini will be the one to start it.



REV. ARTHUR CHASE

Though this retired clergyman of Ware, Mass. has made eight round trips abroad, he had not been in Italy since the War. He found it "infinitely better."



JAMES F. SMITH

He is the principal of Brooklyn's William J. Gaynor Jr. High School. He heard some war talk in England, felt that country was "cautious and afraid."



MRS. J. M. JONES

Wife of a Bay City, Mich. physician, she said her tour of Germany was the best part of her trip. "I liked the feeling of friendliness and the cleanliness."

CONTINUED ON NEXT PAGE

A TIMEKEEPING SYSTEM by Telechron



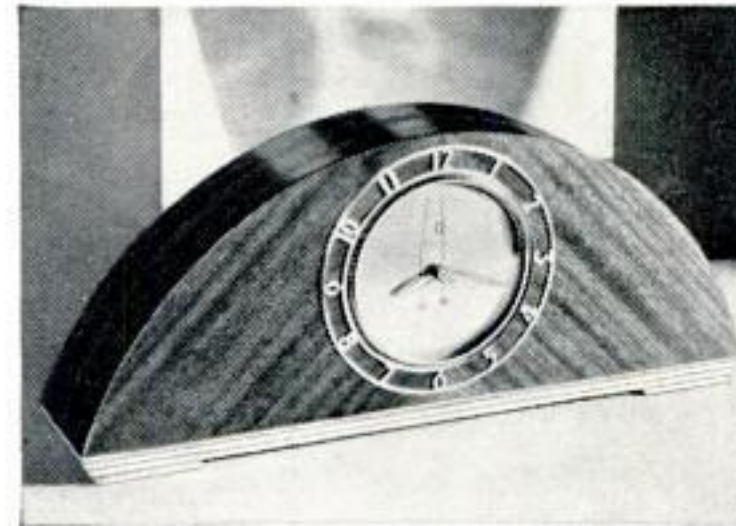
NASSAU is a distinctive modern design in brown walnut, with Burma Padouk back and rolls. The dial is white and cream, with the numerals outlined in black. Modestly priced at..... **\$6.95**



ADVISOR, a new kitchen "reminder clock." A special hand sets alarm at 5-minute intervals up to 3½ hrs. Ideal for timing steaks, biscuits, etc.... **\$4.95**
Molded ivory case, \$5.50.



GRACEWOOD. This graceful modern tambour model has a brown mahogany case and a cherry base. For mantel or desk. Priced at..... **\$8.95**



GLOBETROTTER is the answer to the radio fan's dream. This unique "world time" clock can be set to show comparative local time the world over. Have it demonstrated today! Walnut case, 6½ inches high **\$7.50**



• A well-planned household is one that is well-timed. A Telechron electric clock in every room is the simple way. They provide a complete timekeeping system—the right time, the same time throughout the house. Attractive Telechrons are styled by leading designers. There are smart, graceful models for every setting.

Because of their fine, quiet motors, Telechrons are the largest selling self-starting electric clocks in the world. They are priced from \$2.95 at good jewelry, electric, gift and department stores.

WARREN TELECHRON COMPANY • ASHLAND, MASSACHUSETTS
(In Canada, the Canadian General Electric Company)

Schools, hotels, hospitals and office buildings are synchronizing their time with efficient Telechron Commercial Systems.

Telechron
(Reg. U. S. Pat. Off. by Warren Telechron Co.)

SELF-STARTING SYNCHRONOUS ELECTRIC CLOCKS

Homing American tourists (continued)



WALTER HANSEN

Born in Scandinavia 62 years ago, he arrived in the U. S. at 2, has just been back for the first time. He was not disillusioned, admired the Scandinavian people for their graciousness and artistry; the cities for their cleanliness.



MR. AND MRS. CHARLES MORSE JR.

From Lake Forest, Ill. this handsome young couple went to Europe on their honeymoon. "Of course we weren't out to study politics," says Mr. Morse, a manufacturer of Diesel engines, "but still we didn't

notice any particular tension or find anybody very warlike. As a matter of fact, we saw more soldiers in Switzerland than anywhere else; they were engaged in maneuvers. The hospitality in Italy was splendid."

**AFTER SUMMER'S
"HAIR HAVOC"**

**X-ER-VAC
TREATMENTS**
(ALTERNATE VACUUM AND PRESSURE)
**TO REVITALIZE AND RESTORE
FALLING, LIFELESS HAIR**



• IN BARBER & BEAUTY
SHOPS, HAIR SALONS,
OR IN YOUR HOME

Licensed for use under the methods of André A. Cueto, M. D., Cincinnati, Ohio, and according to U. S. Patent No. 2,055,128. Other U. S. Patents Pending.

Summer sun robs hair of the vitality that scientific XERVAC treatments can restore. Through alternating vacuum and pressure, the XERVAC tends to produce a normal circulation in the deep network of capillaries that nourish the hair cells, and to stimulate normal and vital hair growth. Your barber or beauty shop can supply treatments. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to

THE CROSLY RADIO CORPORATION
Dept. 937-L, Cincinnati, O. Copyright 1937, The C.R.C.

CLEAR YOUR EYES!

*When Red and Veined From
Late Hours . . . Swimming
. . . Wind . . . Exposure!*



**NEW DISCOVERY
WORKS IN SECONDS!**

● Two noted eye specialists discovered this amazing formula . . . Eye-Gene! A couple of drops in each eye will make them so clear, so bright . . . so refreshed and soothed . . . when they're red and dull from fatigue, exposure or over-indulgence! Clears up that ugly, veined look . . . in seconds! Because Eye-Gene contains a special ingredient found in no other eye lotion on the market! Tested and approved . . . and used by thousands! Stainless, too! At all drug and department stores. Ask for Eye-Gene!

EYE-GENE

**Soaks Off
WALLPAPER
IN 1/2 THE
TIME**

SAVOGRAN

Save time . . . money and work! New — exclusive SAVOGRAN product. Just dissolve in water. Brush (or spray) on walls. Soaks in without dripping. Instantly penetrates down to plaster. Layers of old paper come off easily. One package enough for average room. Harmless as water. Old methods . . . slow, expensive. SAVOGRAN twice as fast — fraction of cost. Unlike anything ever on the market.



Left — solution. Right — water. Crumpled ball of wallpaper dropped into each liquid at same time. Solution penetrated — sank paper almost instantly. Paper on water floating 16 hrs. later.

Other famous SAVOGRAN products are Heavy Duty Cleaner; Crack Filler; Remover & Bleacher (for floors); Wood Putty; and Paint Brush Cleaner.

THE SAVOGRAN COMPANY
14 INDIA WHARF, BOSTON, MASS.

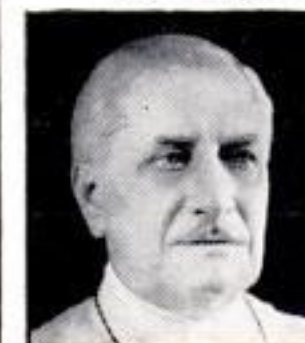
At hardware, paint and wallpaper stores or write direct. Ask for folder on Savogran Products.

Only **15¢** pkq.

**SAVOGRAN
WALLPAPER REMOVER**

**When You Need
A Laxative
DO AS
DOCTORS DO**

**This is what over 50,000 doctors
have used and recommended for
gentle, thorough action**



WHEN you need a laxative, play SAFE and follow the method thousands of doctors use and recommend. For doctors, of all people, know what is best for constipation. Just listen to what they say about Pluto Water:

Dr. E. J. G. of Iowa advises, "I prescribe Pluto Water freely with excellent results." Dr. H. A. O. of Wisconsin writes, "I not only prescribe Pluto almost daily, but use it personally every other day." Dr. V. N. of Michigan says, "I have used and prescribed Pluto Water for 40 years."

Easy To Take This New Way
Simply mix 1/5 of a glass of Pluto Water in 4/5 of a glass of water. You'll find this new mixture pleasant. There's no overnight waiting. No painful gripping. You get quick yet gentle, thorough action.

So when you need a laxative, be sure—take Pluto Water. Your own doctor will tell you there is nothing better than this non-habit forming saline mineral water, bottled at famous French Lick Springs, Indiana. Get Pluto Water from your druggist, and you'll feel worlds better quickly.



**PLUTO
WATER**
When Nature Won't — Pluto Will

PLASTER FOR PATCHING

THAT ANYONE CAN USE




● Holes in walls are easy to repair with Rutland Patching Plaster. Just mix with water and apply with knife. Makes a perfect, lasting patch. Does not shrink in setting. Look for the checker-board box.

Rutland Fire Clay Co., Rutland, Vt. Also makers of Rutland Concrete Patcher, Rutland Furnace Cement, Rutland Roof Coating and other Rutland Repair Products.

FOR BREAKS IN PLASTERED WALLS

**RUTLAND
PATCHING
PLASTER**



One of a Series—"A Five-Year Record"

BRINGING ELECTRICITY DOWN TO EARTH

It's one thing to have electricity all around you, and quite another to bring it down to earth, as Franklin demonstrated.


By showing its 1,144,000 domestic customers how to make practical use of their utility services, the Associated System helps them to easier and healthier lives.


It cooperates with local dealers to encourage the use of appliances which enable customers to enjoy automatic hot water, refrigeration, and cooking, good light, and other modern utility services.

APPLIANCES BOUGHT 1932-1936
By Associated Customers

Appliance	Electric	Gas
Ranges	32,418	66,700
Refrigerators	206,879	9,400
Water Heaters	10,053	33,516

ASSOCIATED GAS & ELECTRIC SYSTEM





MORNING-AFTER

*starts the
night before...*

**Nip it in the bud
this *BEFORE* and *AFTER* way**

BEFORE YOU GO TO BED

Take a glass of Bromo-Seltzer. While you sleep, this gentle remedy counteracts the causes of morning-after headache.

AFTER YOU WAKE UP

To relieve effects of fatigue from late hours—take another Bromo-Seltzer. It will refresh you, leave you more alert!

● Nobody likes a morning-after head. People unlucky enough to get one know that Bromo-Seltzer stops it *faster*.

But here's news. Bromo-Seltzer taken at bedtime helps you *avoid* morning-after.


It settles an upset stomach. Soothes keyed-up nerves. **ALKALIZES**—reduces extra acid-

ity caused by overindulgence.

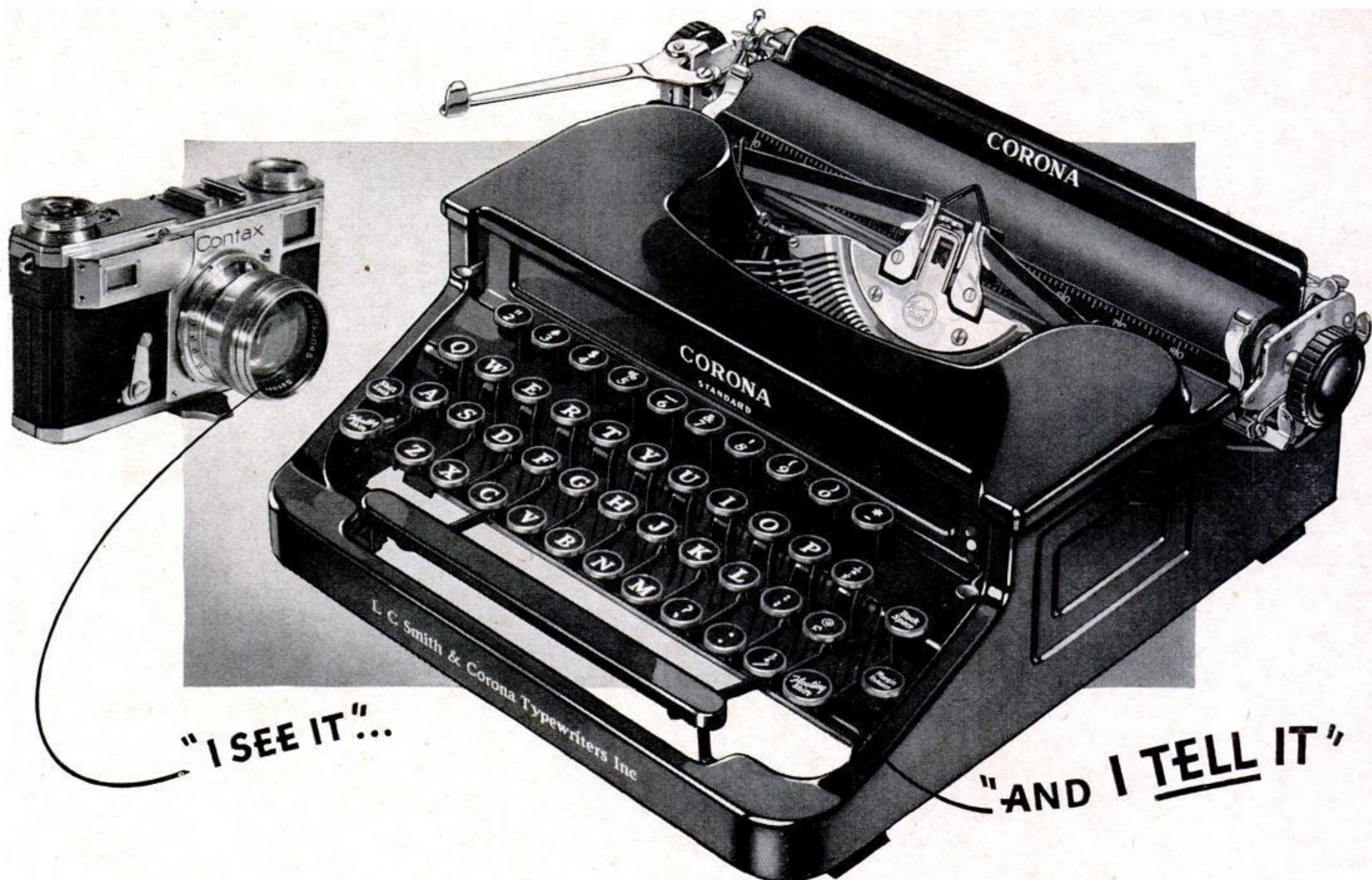
Next morning—to counteract the effects of fatigue, another Bromo-Seltzer. It refreshes you, leaves you more alert.

At drugstores, soda fountains everywhere. Keep it handy at home, too.

BROMO-SELTZER

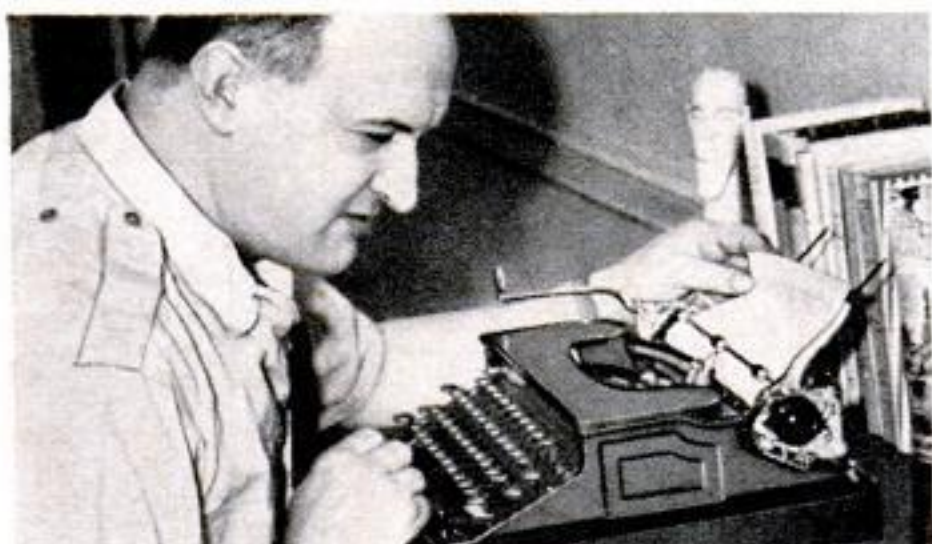


*Makes you
feel fit
FASTER!*



THE CONSTANT COMPANIONS ...your camera and your CORONA

COMMANDER Attilio Gatti, author of "Great Mother Forest," has led nine expeditions into the Equatorial forests of the Belgian Congo for the University of Johannesburg and the Royal



Zoological Societies of Rome and Antwerp. He has brought back specimens, amazing photographs — and manuscripts for 3 books and about 382 magazine articles, all written on his Corona. Total repairs, one alignment adjustment, made in Leopoldville; cost, 50 francs (\$1.75).

On his tenth expedition this Winter, Commander Gatti takes with him two 1938 Corona Silents.

On February 2, 1937, Fred M. Brenne of Marshfield, Oregon, took this dramatic photograph of a bus marooned by landslide on the



Oregon Coast Highway. He typed the story on his Corona, and sent it out to the newspapers.

It's surprising how often you find Coronas around where news is breaking . . . and man, how useful they can be!

Remember the heavyweight champion who fell through the ropes, landed on his head on a reporter's ringside Corona, climbed back and won? The Corona kept right on typing!

Better than ever, Corona's 1938 Speed Model, the "Pacemaker," is now available at all dealers. The *only* portable with "Floating Shift." Complete with carrying case and touch-typing instructions, for as little as \$1.00 a week! Ask

for demonstration at any Corona Dealer's.

Doris Day, well-known New York advertising photographer, carries a Corona along with her cameras . . . takes her pictures, types her stories . . . delivers a complete job to the advertising agency.



L C SMITH & CORONA TYPEWRITERS INC
Desk 9, 171 Almond Street, Syracuse, N. Y.

I'm thinking of buying a Corona. ☐ Please send free descriptive booklet. ☐ Ask your nearest dealer to call.

Name _____

Address _____

City _____ State _____

SCIENCE & INDUSTRY

PERFECT SYNCHRONIZATION AT 1/200 SECOND

Photographer's leap tests flash-bulb timing



No photographer will go out on an assignment with an untested flash-bulb synchronizer. A difference of less than 1/100 sec. between peak light of the bulb and the click of the shutter is sufficient to ruin a picture. For testing synchronizers, cameramen like to take fast action shots. Here you see acrobatic Foster Orpin, a Richmond, Va. photographer, leaping up from a table so that Arthur Clarke, his colleague, can try out his new flash gun. The result shows perfect synchronization at 1/200-sec. exposure.

The brake that brought the Bike back

Safer, because stronger

New Departure, the first name in coaster brakes—is still the unchallenged leader. Get its greater braking power on your new bicycle.

QUICKER STOP SMOOTHER

NEW DEPARTURE Coaster Brake

New Departure • Division General Motors Corporation • Bristol, Connecticut
ALSO MAKERS OF NEW DEPARTURE BALL BEARINGS

What the governor of North Carolina *really* said to the governor of South Carolina:



White Rock
... on the alkaline side



*American for Flavor
Irish for Bouquet*

WILLIAM JAMESON

IRISH AMERICAN
WHISKEY *Brand*

Contains 25% Pot Still Irish Whiskey and 75% Specially
Distilled American Straight Whiskey

*"The Best
of
Two Worlds"*

WILLIAM JAMESON & CO., Inc.
NEW YORK, N. Y.

86 Proof

WILLIAM
(JAMESON)
ORIGINAL
IRISH AMERICAN
BRAND
WHISKEY

*This whiskey contains twenty-five percent 20 year
old Pot Still Whiskey distilled by Wm. Jameson
& Co. Ltd. of Dublin Ireland & seventy-five percent
Eleven month old straight whiskey specially distilled by
a National Distillers' Products Corp. Louisville,
Kentucky & bottled by them at Cincinnati, Ohio for*

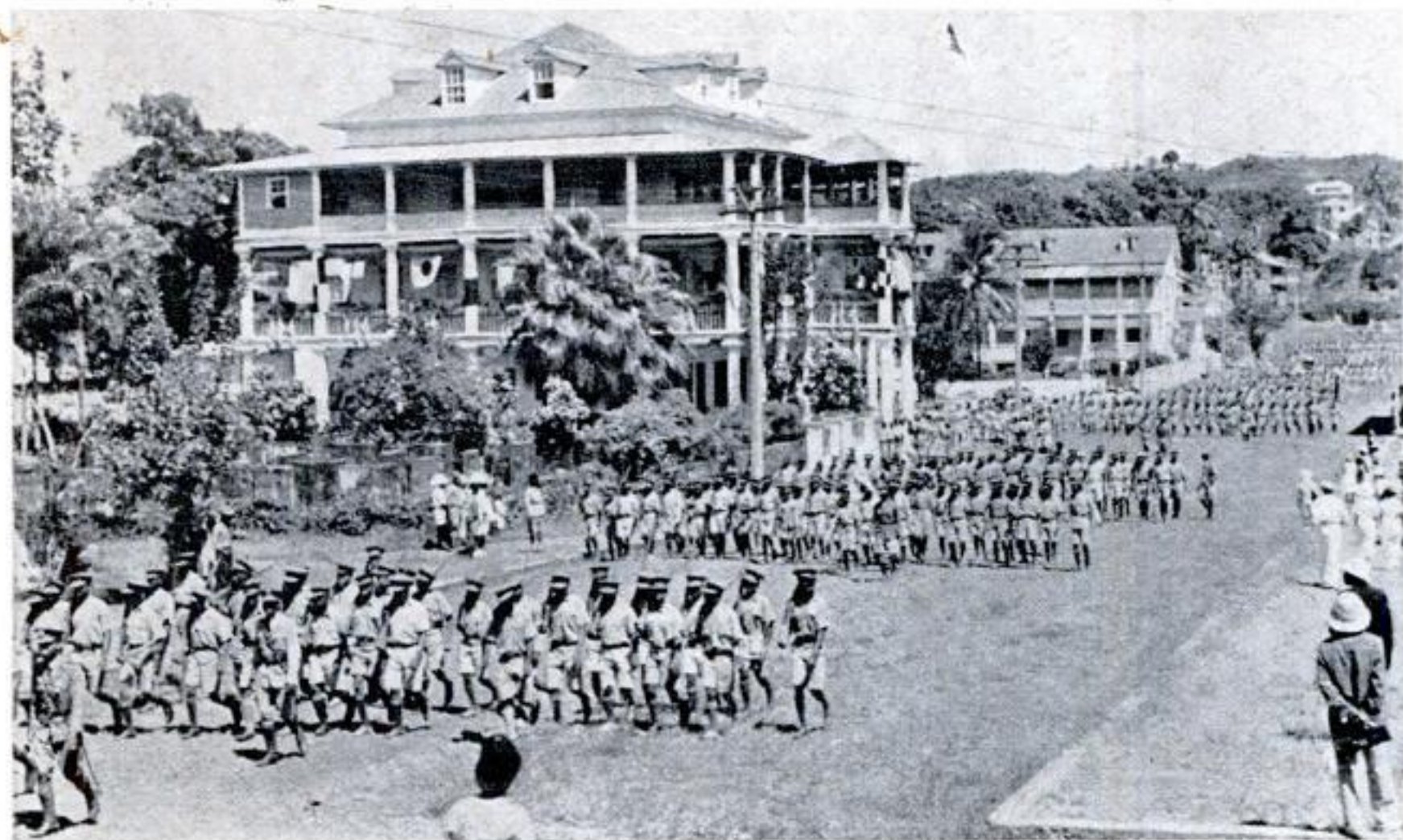
WILLIAM JAMESON & COMPANY, INC.
NEW YORK

1 QUART

86 PROOF

MERRITT CUTLER

LIBERIA CELEBRATES 90 YEARS OF INDEPENDENCE WITH CHAMPAGNE



The Liberian Army, 400 strong, paraded July 26 past the President's House, draped with flags, including the Japanese (left centre). The blue pith helmet in foreground marks a policeman. For another, see below.

Liberia's Fourth of July was July 26, 1847. On this page are first pictures of the 90th Anniversary of that founding of The Free and Independent Republic of freed American slaves on the west coast of Africa. At left, some of the Liberian Army of 900 march past the President's House in Monrovia, Liberia's capital. Below is the reviewing group on the second story of the jutting porch. The man with the sword is President Edwin Barclay. Visible (at right) are the morning trousers and wing collar of Secretary of the Interior Henry Cooper. He is charged with the care of Liberia's 1,500,000 tribal Negroes ruled by some 25,000 civilized blacks. On the near side of the porch a reception was held (shown at bottom). Centre is Vice President James S. Smith. On the table are a British beer bottle, a bottle of brandy, two beer glasses and two goblets with champagne. (Natives drink "St. Paul Lightning," made of cane juice on the St. Paul River.)

Two weeks after these pleasant doings, Liberia's old headache of the slave traffic broke into the news again with the capture of several "Leopard Men" in wild northern Liberia who had staffed a coffee plantation with "free labor" supplied by terrorized chiefs. Liberia's last, deposed President King lives in quiet opulence in Monrovia, charged by his enemies with having made his fortune from slave traffickers' bribes.



Policeman 0026 is one of Monrovia's 30 police. The two zeros are for extra swank. Most of the force keeps itself in better repair than does this ragged youth.



On the President's front porch for the parade were, from left: Secretary of State Simpson, President Barclay and U. S. Minister Lester H. Walton, able mulatto newspaperman from Manhattan.



A State Reception was held after the parade, July 26, for the diplomatic corps and Monrovia socialites on the second-story porch of the President's House. His health was drunk in champagne.

CONTINUED ON NEXT PAGE



A bank employe (*above*) sports pencils and pen in his hair but he cannot read or write. *Below* is an air view of his home town, Liberia's capital of Monrovia (pop.: 10,000). The parade on the preceding page marched from left to right along the topmost street. The President's House, on it, partly obscured by trees, appears an inch below the little island in the Mesurado River. The Atlantic is to the left. *In upper left* are foreign-owned stores.

Across the river is Vaitown where Moslem Vais and Mandingos from the hinterland live. Opposite the President's House are the State and Post Office Departments. The white pillar in the square (*upper right*) marks the 100th Anniversary in 1922 of the settlement of Liberia. The building to right of it holds on first floor the Treasury's Auditing department, on second the House of Representatives, on top floor Liberia's Supreme Court.





Liberian customs boat flies red, white and blue Liberian flag. Lighters are needed because Liberia has no harbor.



A primitive Kru woman peddles vegetables, and scrimps to give her son an education, books, shoes and a fedora hat.



Pastor Gibson of Monrovia's Protestant Episcopal Church has resigned to become Liberia's Secretary of Education.



Sunday morning, Monrovia's streets look like this as civilized Liberians parade to the capital's seven Christian churches, Liberia's only active agent of American civilization.



An Easter game for children is the beating of Judas, the dummy (*above*) being dragged through a poor quarter of Monrovia, over the hill off to the left of picture on opposite page.

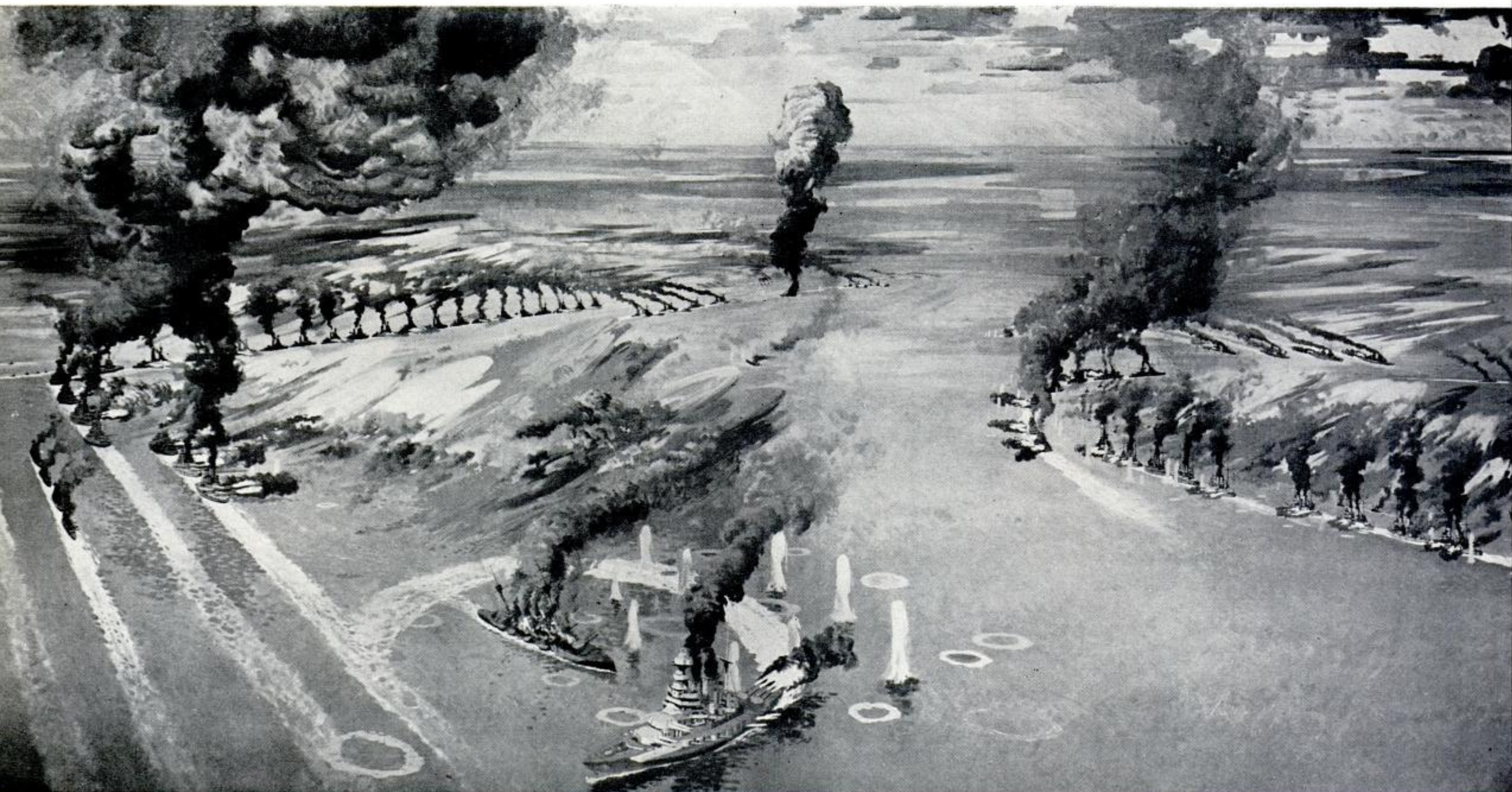


Firestone Rubber is the most potent single force in Liberia. It built this clump of workers' homes in a solid forest of rubber trees, has reserved 1,000,000 Liberian acres.

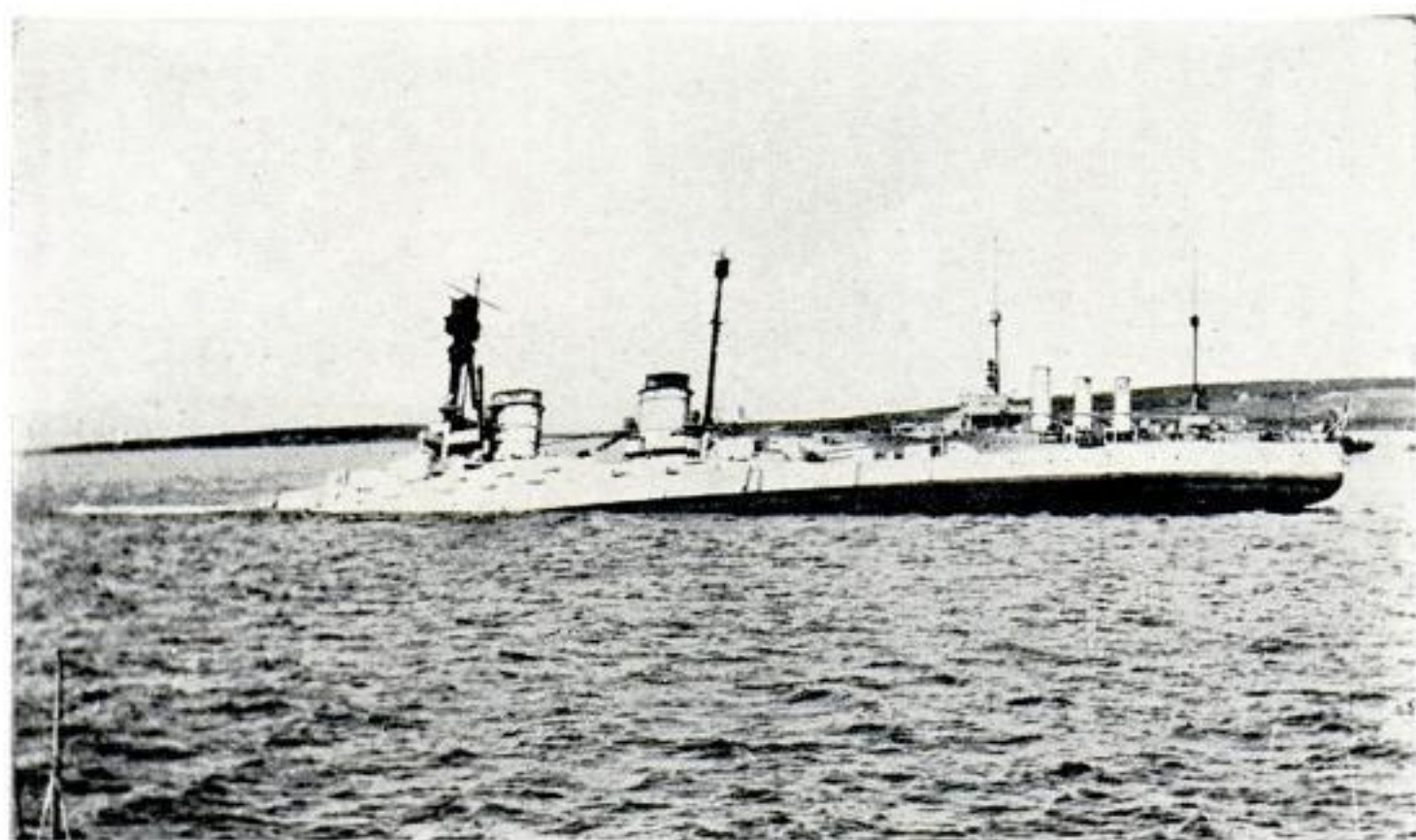


A rubber factory is run by Firestone 40 miles inland, on the border of civilization. Rubber is shipped by water to the coast. *In foreground*, a sugar plantation makes "cane juice."

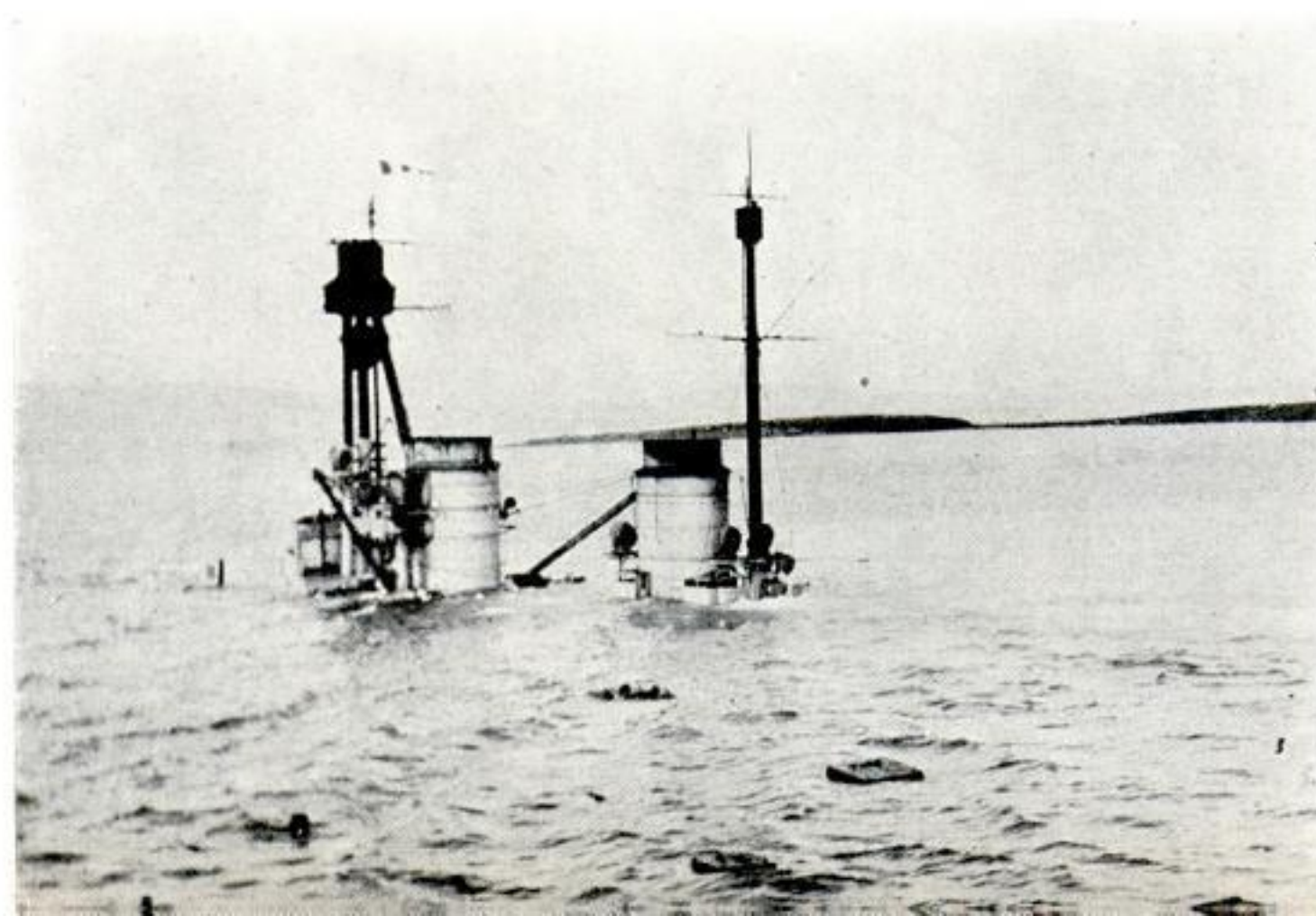
THE CAMERA OVERSEAS: A GERMAN FLAGSHIP ENDS UP AS BRITISH SCRAP IRON



THE BATTLE OF JUTLAND—MAY 31, 1916, AT 6:35 P. M. IN THE NORTH SEA



At Scapa Flow the German High Seas Fleet was interned after the German surrender, Nov. 21, 1918, at the end of the war. On June 21, 1919, the guardian British battleships sailed out of this Orkney base for a day's cruising, leaving the Germans alone. The German flagship, *Frederick the Great* (right), was thereupon scuttled by her crew and sank at anchorage. Before the British could stop them, the other German crews scuttled their ships. Above, the *Hindenburg* sinking, *Emden* in background; below, *Hindenburg* sunk.

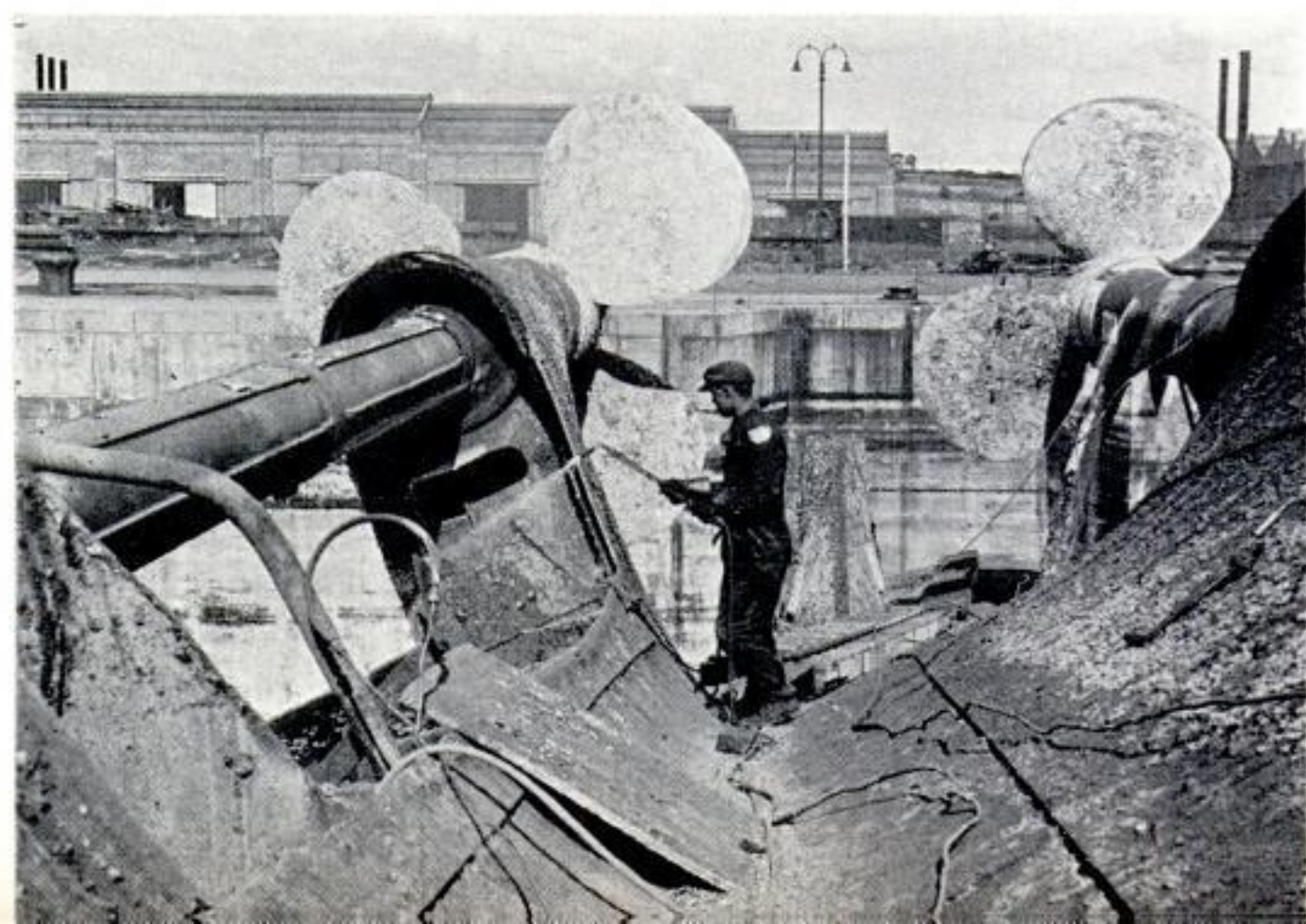


The rarest sight in the world—two great modern navies throwing shells at one another—was to be seen briefly on the late afternoon of May 31, 1916 in the foggy North Sea off the Dutch coast. It was the Battle of Jutland, by far the biggest in history. The only accurate picture of it is the painting (above) by Norman Howard, now at London's New Burlington Galleries.

The German High Seas Fleet at 6:35 p.m. is at the right, thinking it is chasing only Beatty's Battle-Cruiser Squadron, left of the smoke column at top centre. But the British Grand Fleet has sneaked up from the left and is "crossing the T" of the German line, concentrating fire on the leading German ships, forcing the Germans off to the right. Admiral Scheer in the smoke and mist hasn't yet sighted the British Grand Fleet from his flagship *Frederick the Great* (ninth from right), but he has smelled a rat. At 6:36 p.m., he gave his famed command: "Ships about, 180 degrees, to starboard" (a very difficult maneuver, perfectly executed), and disappeared into the fog.

In the foreground above, sinking *Warrior* is being circled by *Warspite* with jammed rudder. Top centre column of smoke is sinking *Invincible*. British dreadnoughts are at left, cruisers across top. *H.M.S. Collingwood*, carrying the present King George VI, is framed in the two columns of smoke at left.

The rusted hulk below is Admiral Scheer's flagship, *Frederick the Great*. She was the first ship scuttled at Scapa Flow (see left). On Aug. 23, British workmen at the Rosyth naval base began to cut this old warrior up for scrap.



THE CAMERA OVERSEAS: THE BRITISH HUNT STAG AND OTTER AS WELL AS GROUSE IN AUGUST



The deerstalkers hired by Lieut.-Col. George Milne of Pitcaple in Aberdeenshire, sweep the Cairngorm Mountains for stag. The Colonel sits his Highland pony at left. This landscape is a deer and grouse preserve, largely forbidden to hikers. It is near King George VI's Scottish castle of Balmoral. The Colonel has served as an M.P. for Forfarshire.



The Colonel's stag, shot at 500 yards after a day's patient stalking under the guidance of Stalker Alexander Duncan (left). Lieut.-Col. Milne, who is an honorary colonel of the 157th Brigade Royal Field Artillery, calls these Cairngorm Mountains home. On the Cairngorms, the real highlands of Scotland, snow lies all year round. The stag season opens Aug. 12.

THE HAWKSTONE OTTERHOUNDS OF THE TENTH EARL OF COVENTRY CHASE AN OTTER ACROSS THE RIVER DEE IN MERIONETHSHIRE IN WALES



THE CAMERA OVERSEAS: MUSSOLINI MANEUVERS HIS CABINET IN THE MEDITERRANEAN



Mussolini referees the finish of a swimming race by his Cabinet. He stands on a half-submerged floating pier off

the beach at Syracuse near where the Italian Army had just finished maneuvers. In the background is the Italian flag.

Glad to be overshadowed by the war in China, Benito Mussolini put his army through secret war maneuvers on the island of Sicily between Aug. 12 and 19. In these, a "Red" army of two divisions made a landing on the rocky western coast under the guns of a convoy fleet, was then repelled by a "Blue" army of three divisions plus Sicilian militia. Tried out for the first time were the new Armored Brigade of tanks and motorized infantry and the Binarial Division of only two regiments with increased machine-gun and antiaircraft equipment.

The ruler in Europe most completely convinced that a European war is coming, Mussolini was suspected by England and France of having sent out "pirate" submarines to sink neutral ships taking supplies to the Spanish Government, in line with his speech Aug. 20 banning "Bolshevism in the Mediterranean." But at Sicily he was gay, despite the illness of his wife and pains in his right foot, wounded when a gun exploded during the War. At left and below, he refereed a swimming race in the Mediterranean at Syracuse in Sicily by members of his Cabinet. The winner was Starace (*second from left*). Mussolini has had to referee many a squabble among his Fascist No. 2s. Starace and King Victor Emmanuel are now feuding. Lessona (*extreme right*) supports Libya's Governor Balbo in an underground war against General de Bono.



The Italian Cabinet clung to the pier, puffed by their swimming race. *Left to right* they are: Minister of Public Works Gigli; Secretary of the Fascist Party Achille Starace; Assistant Minister of the Interior Guidi-Bufferini; Minister of Finance Count Paolo Thaon

de Revel; Under-Secretary of War Pariani; Minister for the Press and Propaganda Dino Alfieri and Minister of the Colonies Lessona. The winner was Starace (*second from left*). Absentees were Mussolini's son-in-law, Count Ciano, and a Navy Secretary who cannot swim.

MUSTAFA KAMÂL ATATÜRK MANEUVERS HIS ARMY IN TURKEY



Turkey's Dictator, Kamâl Atatürk, has been a No. 1 man three years longer than Mussolini. On Aug. 19 he, too, held war maneuvers. *Above*, he got down to talk to a camouflaged soldier. Mussolini tried to block Atatürk's refortification of the Dardanelles last year.



At Maneuvers, Dictator Kamâl Atatürk followed troop movements closely with his No. 2 man, Prime Minister Ismet Inönü (*left*), home from sewing up treaties with Bulgaria and Yugoslavia, and General Fahrettin (*centre*), sometime Inspector General of the Turkish Army.

AN IRISHMAN GOES HOME TO THE FREE STATE



The No. 1 Irishman, the Irish Free State's President Eamon de Valera (*above, left*), had the pleasure, Aug. 23, of welcoming U. S. Minister John Cudahy, packing scion, who had asked that he be transferred from the embassy in Poland so that he could see Ireland.

THREE DEPOSED SOVEREIGNS MEET AT WEDDING



Missing in this picture are crowns on heads of ex-Queen Amélie of Portugal whose husband was assassinated, ex-King Ferdinand of Bulgaria who fled after the War and ex-King Alfonso of Spain, kicked out by revolution in 1931. Occasion: A Bourbon wedding in Lausanne.



RONALD COLMAN, AS AN ADVENTURER WHO LOOKS LIKE A KING, GETS A CROWN. MADELEINE CARROLL ATTENDS AS A PRINCESS, NOT HIS QUEEN

MOVIE OF THE WEEK:

The Prisoner of Zenda

The *Prisoner of Zenda* is the prototype of all the tales about mythical Balkan kingdoms, palace plots, British adventurers, moated castles, duels and beautiful, golden-haired princesses. In 1922, it was made as a silent film. Now Selznick International has done it in sound with a fresh touch and a cast who extract every ounce of high romance.

Ronald Colman plays the dual role of King Rudolf V and a debonair British traveler. As the King, Colman finds himself a prisoner of his villainous half brother, "Black Michael." As the Briton, he finds himself on the throne, betrothed to the lovely Princess Flavia (Madeleine Carroll). The rest of the story concerns his battle of wits and swords with Black Michael and the gaily scoundrelish Count Rupert of Hentzau (Douglas Fairbanks Jr.), his devotion to the Princess and that lady's painful choice between Love and Duty.

Whether by chance or whether because only the English can sustain an atmosphere of chivalry, the cast of *The Prisoner of Zenda* is virtually a reunion of the British-born members of the Hollywood movie colony. Ronald Colman was once a first lieutenant in the British Army. In the scene above, behind and to the left of Colman, is C. Aubrey Smith ("Colonel Zapt") who was a famous Cambridge cricket player 50 years ago. Just behind Colman and Miss Carroll is Raymond Massey who gives a superb performance as Black Michael. Behind and to the right of Massey is David Niven (Fritz), Merle Oberon's former fiancé, who arrived in Movieland as a stowaway on a British cruiser.

The player who is making the biggest splash in Hollywood, however, is Madeleine Carroll. For more on Miss Carroll see following pages.



The best-spoken duel in years of film is fought between Ronald Colman (at left) and Douglas Fairbanks Jr. Sample line (Colman to Fairbanks): "You'd be great in the circus."



Madeleine Carroll

Madeleine Carroll is her real name. She is a lady of Mayfair as well as a glamour girl of Hollywood, has a British captain for a husband and has been presented at Court. Her special audience is high-brow, as movie audiences go, and predominantly male. Since great box-office stars are created by low-brow women, Miss Carroll may never make the "First Ten," but her place on the screen is assured. Better than any other movie queen, she represents that warm but noble beauty for which men brave Chinese war lords (*The General Died at Dawn*), sail stormy seas (*Lloyd's of London*) and scale castle walls (*The Prisoner of Zenda*).

CONTINUED ON NEXT PAGE

MADELEINE CARROLL: FROM MAYFAIR HOSTESS TO HOLLYWOOD GLAMOUR GIRL (continued)



1 Madeleine Carroll was born on Feb. 26, 1906, in West Bromwich, England, to an Irish father and a French mother. She was 3 when she posed between her mother and an older girl.



2 She was educated by her father, a professor, and tutors, taught to play ladylike games in ladylike costumes.



3 At 22, after graduating from University of Birmingham, she got the lead in a British movie, *The Guns of Loos*.



4 In 1932, as Mrs. Philip Astley, she was presented at George V's court—rare honor for an actress.



5 In 1932, she was top star of England's movie industry. But the sober, brown-haired matron who had a portrait painted by John Collier was a far cry from the future glamour girl.



6 As a society lady, she found time for charity work. Here she is with a troupe of girl dancers at a garden party of the Gays' Hospital Ladies' Association.



7 In 1934 she went to Hollywood. She returned in six months, a dazzling beauty with stylish clothes, broad smile, golden hair. The change startled her husband (right).



8 In England, Captain and Mrs. Astley move among the gayer elements of the Mayfair social set. Here is Mrs. Astley in 1934, lunching at Hinds Head Hotel, Bray, with the Marquess of Milford-Haven.



9 The Astleys swim with their Sealyham, Maisie. Captain Astley belongs to the Life Guards regiment and comes from the family which owned Chequers, country seat of prime ministers.



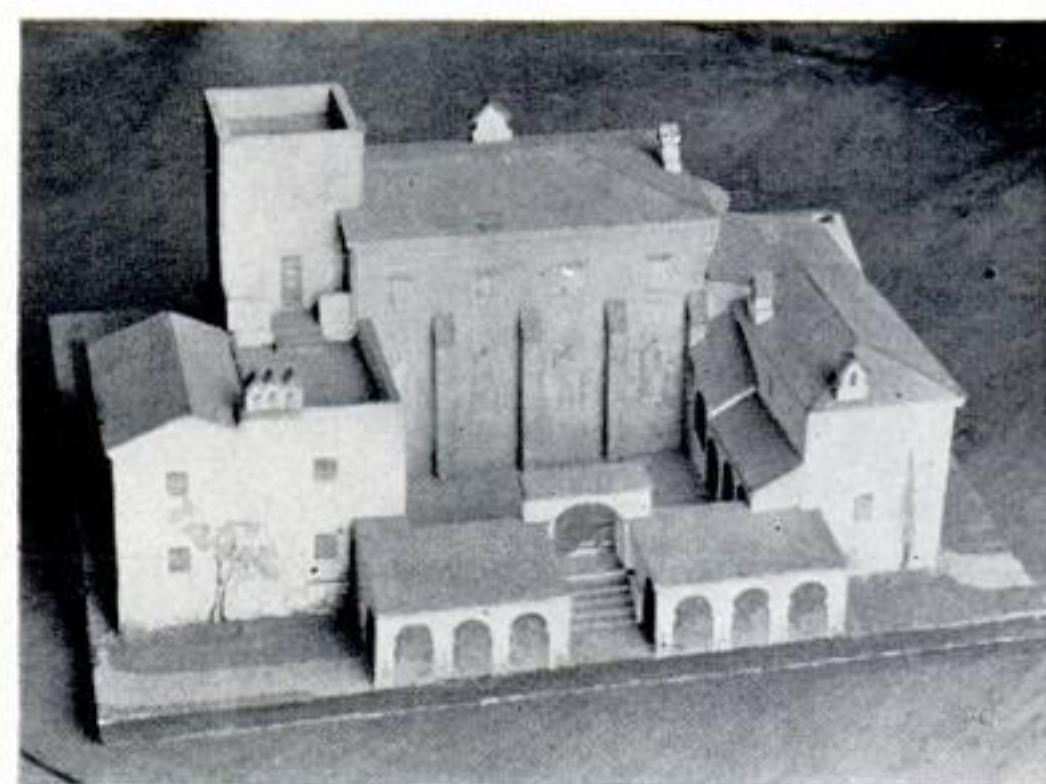
10 Jamieson is the Astleys' butler. If you ask for "Miss Carroll," he will reprove you: "Mrs. Astley is not at home."



11 In her London town-house Miss Carroll's personal maid, Irene, packs her mistress' luggage. Since early August the Astleys have been cruising the rivers of France.



12 The bedroom in her Santa Monica house is as elegant as her London bedroom is plain. The second bed is unoccupied, for Capt. Astley usually stays abroad.



13 A castle in Spain is no dream but a real possession of the Astleys. It will look like this model when rebuilt. At present, because of the war, the Astleys cannot get to it.

CONTINUED ON PAGE 98

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Madeleine Carroll Dances (continued)



In her lightest role as the "Richest Girl in the World" in *On the Avenue*, Madeleine Carroll had to dance. She was taught by Russell

Lewis (above) an independent dance director hired for the purpose by the Walter Wanger studio, to which Miss Carroll is under contract.



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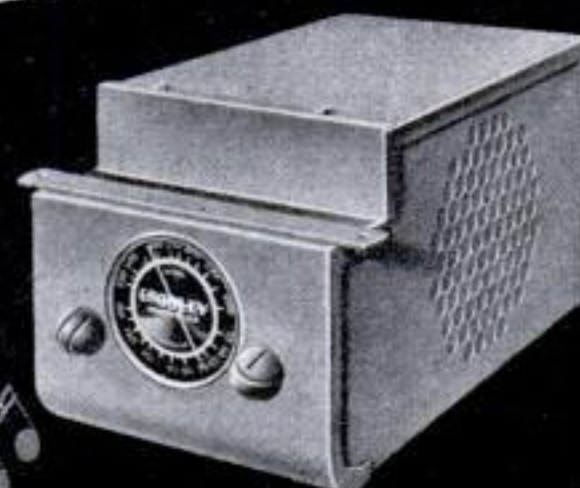
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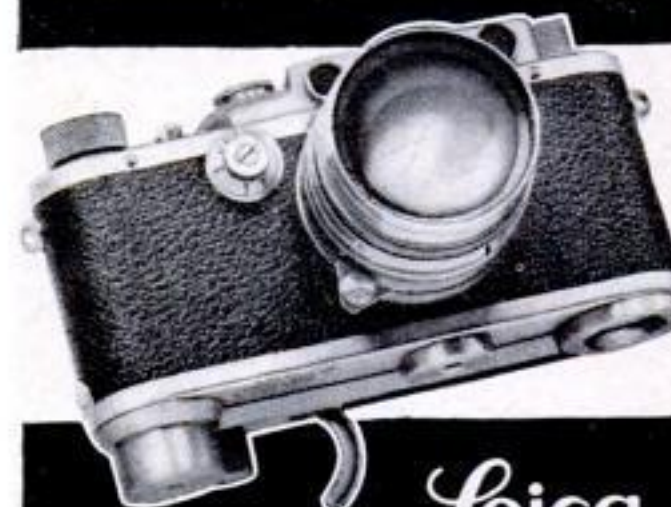


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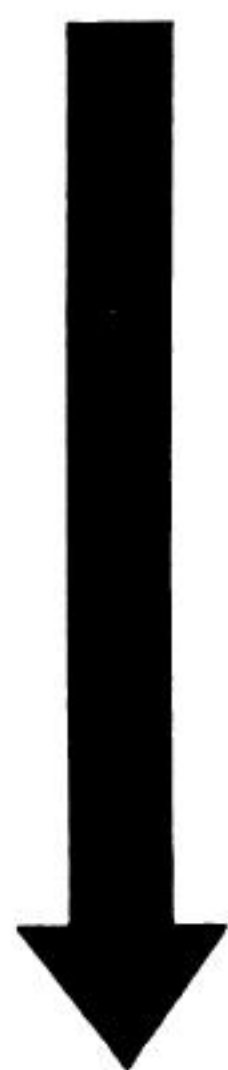
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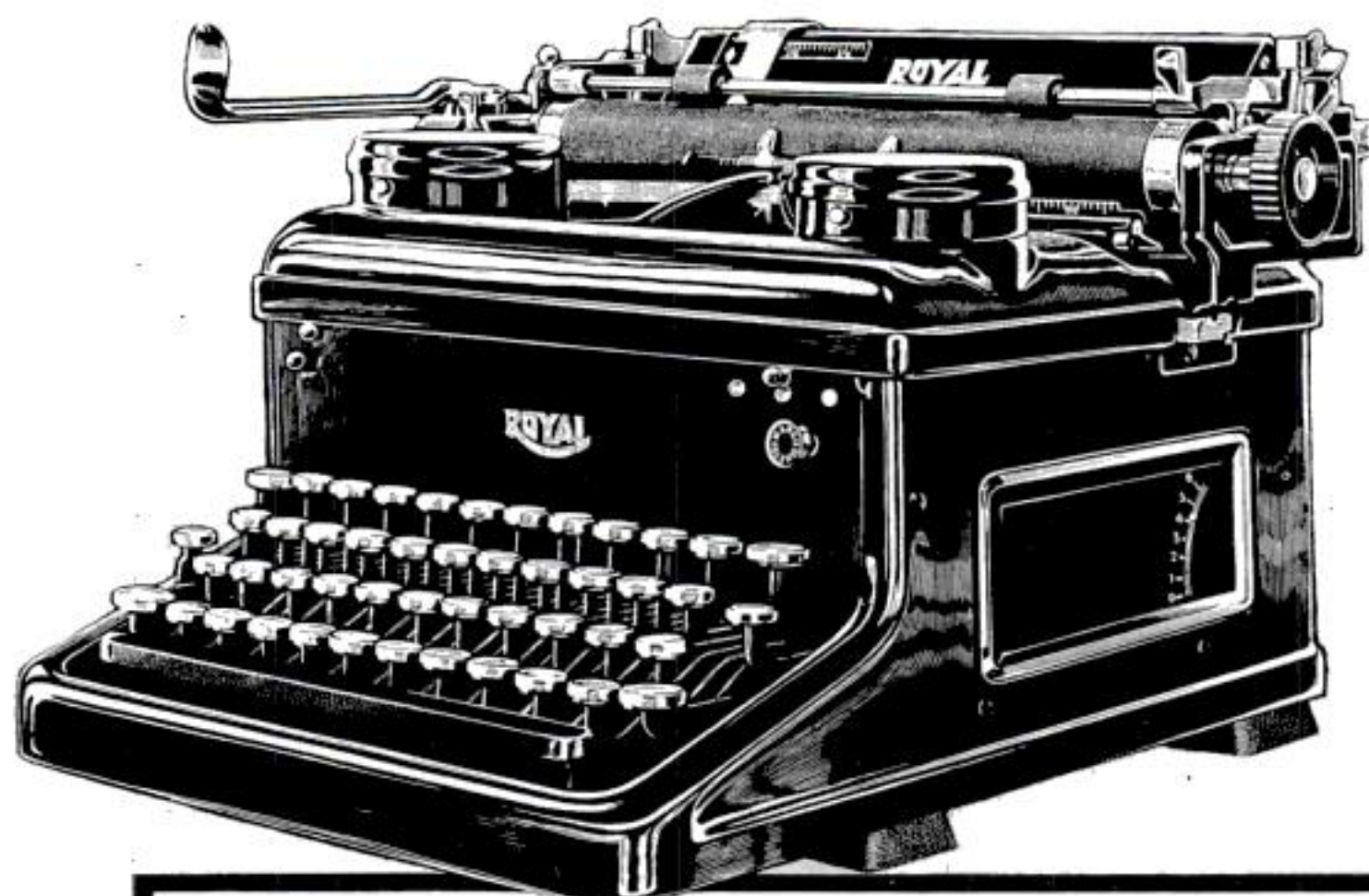
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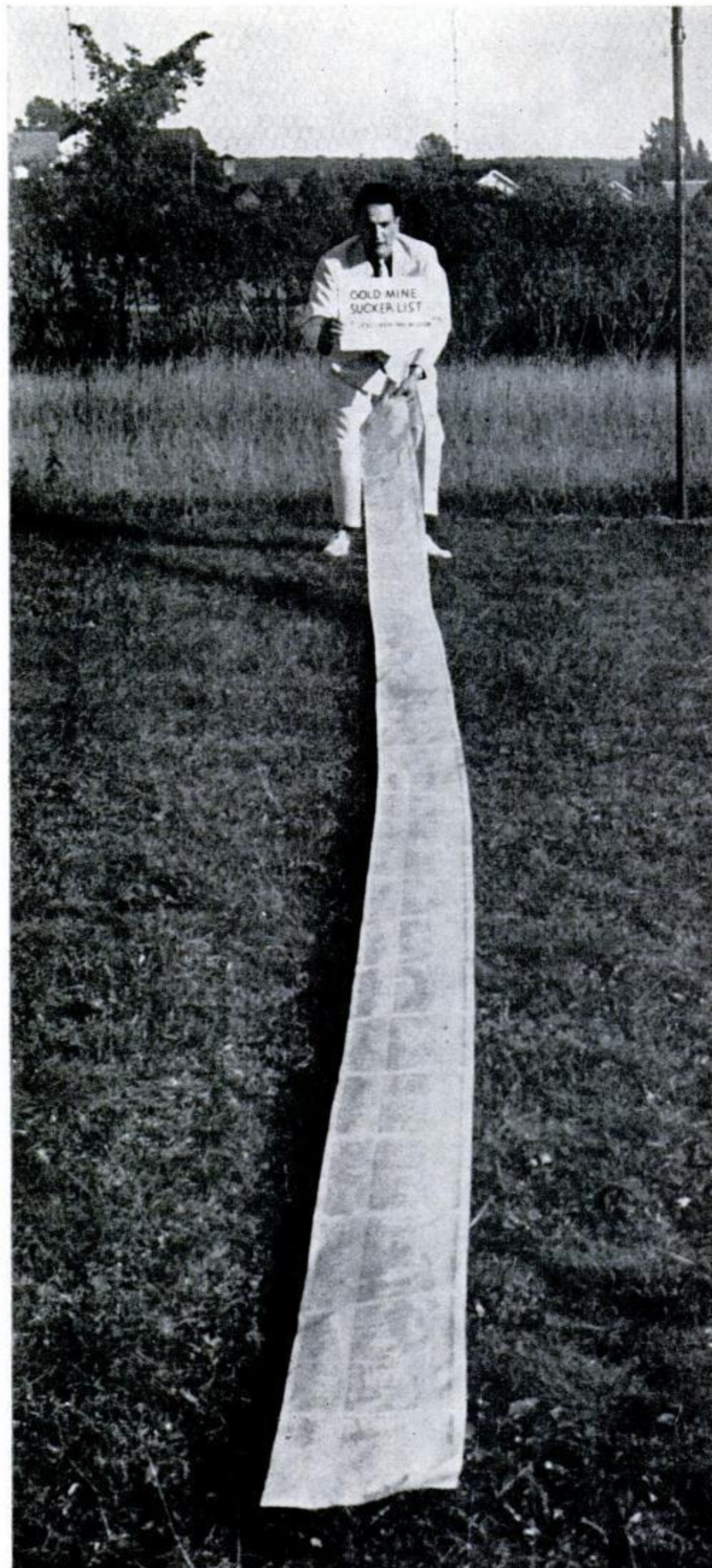
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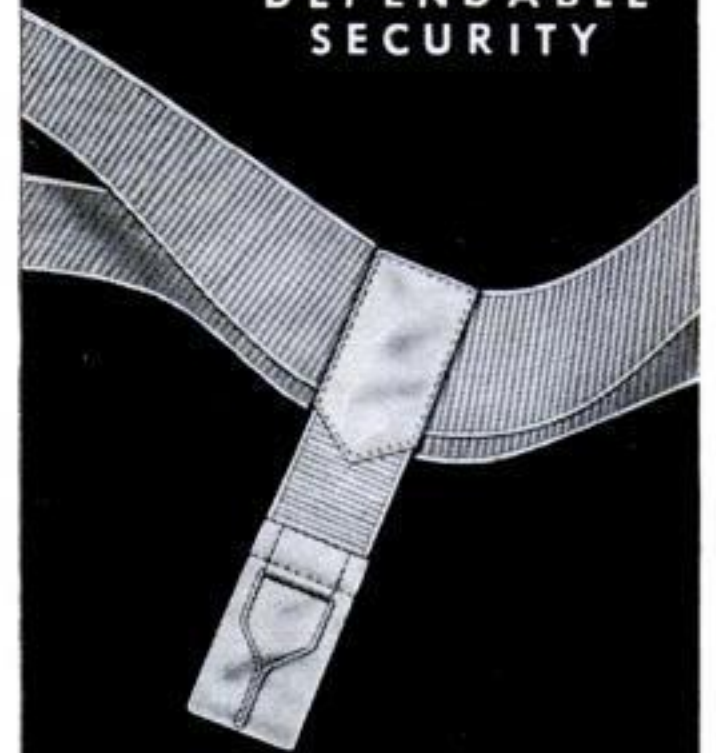
Business Bureaus find frauds still flourish

Delegates to the national convention of the Better Business Bureaus at Mackinac Island, Mich., on Aug. 23-26, beheld an impressive exhibit of up-to-date business frauds. Designed to prove that sharpers and suckers flourish under the New Deal as they did under the Old, the exhibit offered hair growers, dimple-developers, frog-farm projects, diabetes cures, stock swindles. Prize exhibit was the "million-dollar sucker list" displayed by William Dan Bell, promotion manager of the Cleveland Better Business Bureau. The list contains names of 1,600 people who foolishly invested \$5,000,000 in the Hayden Gold Mining Co. of Toronto.



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But you will marvel most at the painstaking skill of these craftsmen. Because of

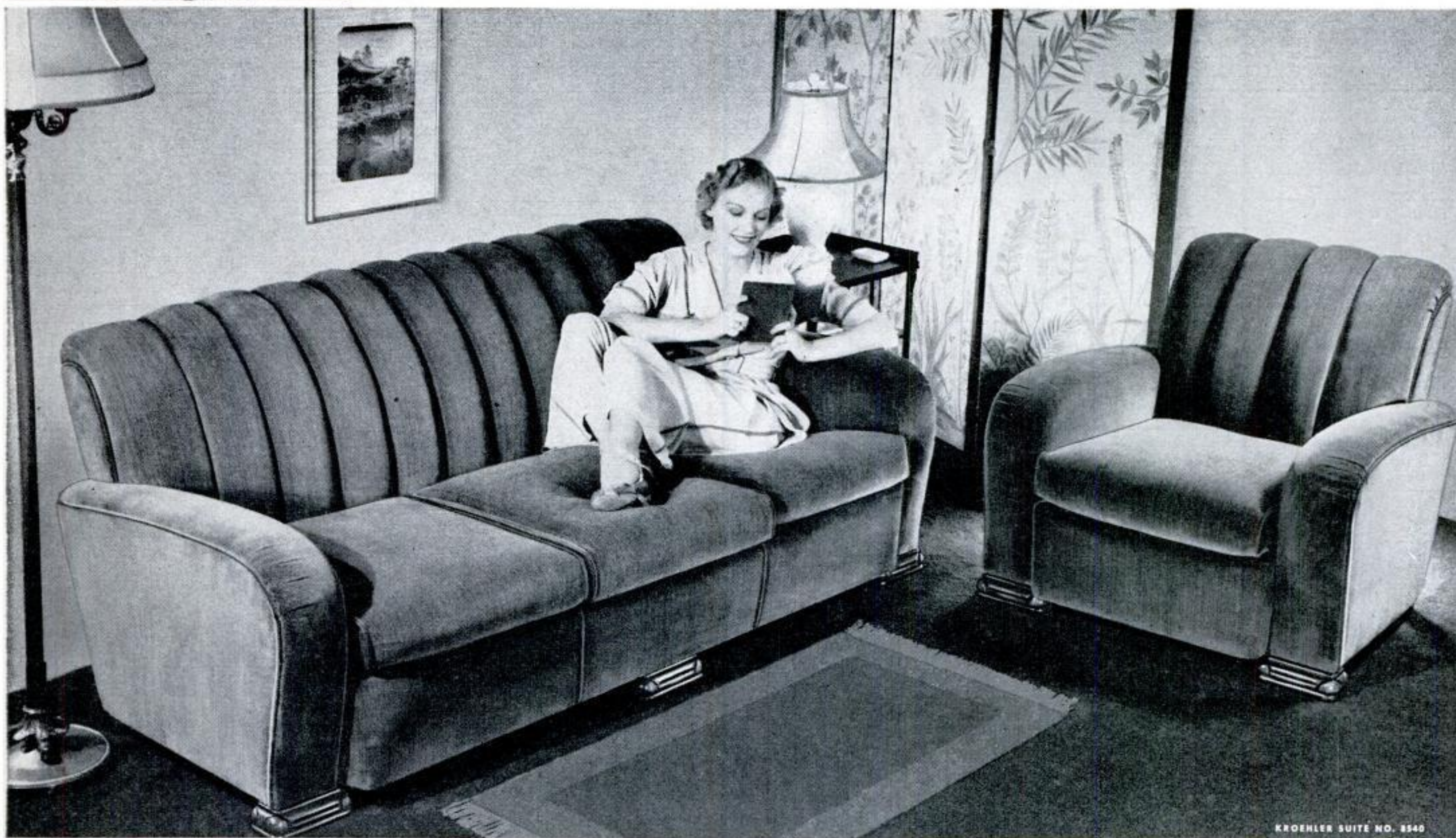


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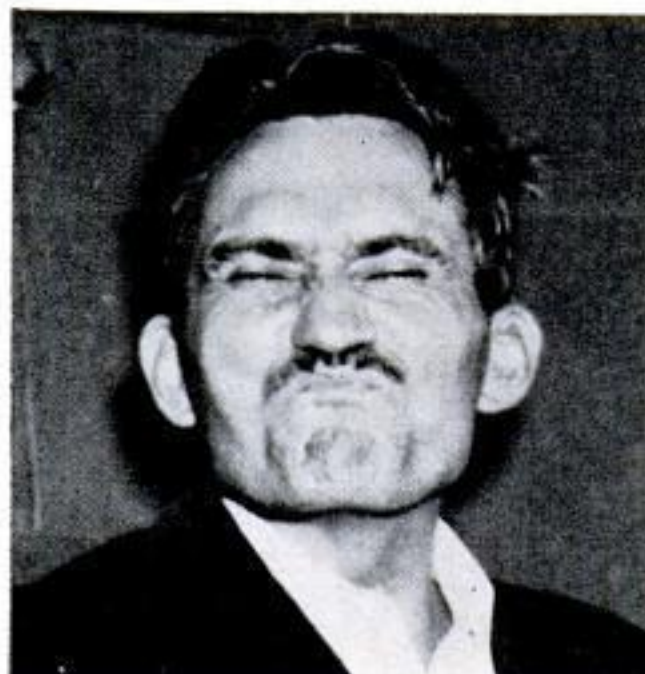
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Edward P. Simpson, suspected of killing a Newton (Mass.) policeman, was captured in a tenement hideaway, Aug. 28. A bullet left in his throat from the previous week's fracas threatened him with lockjaw. To save him for possible electrocution, surgeons prepared to operate. Not lockjaw but a dislike of photographers caused the expression above.



Carol Ann Beery, 6-year-old adopted daughter of Wallace Beery, the movie actor, is a frequent excuse for shopping trips on which her father gleefully scours department stores for children's wear. Lately she caused her father deep concern when a letter from would-be kidnappers asked \$10,000. On location in Utah, Beery rushed home to Hollywood.



Clara Bow, oldtime film actress who gave the pronoun "it" a new and stirring meaning has, with her cowboy-husband Rex Bell, opened an "It Café" in Los Angeles. "Over the bar I am going to have a great silver statue of a girl whose dress is falling from her shoulders and whose hair is solid gold," announced Miss Bow. "It will be a symbol of 'It'."



Mrs. Paul Hahn became the country's first trailer widow when her husband, a traveling grain salesman, unhooked his sedan from the trailer she was in at Revere, Mass., and drove off with his one-eyed bulldog, Tina. "He had been moody lately," said Mrs. Hahn, adding that their only quarrel was about 60 canaries he used to keep in the trailer.



Alfred Thomas was arrested in Chicago on a charge of operating a huge Minneapolis swindle under the name of the "New Car Club and Service Advertising Agency." In 30 days Thomas and wife allegedly collected \$150,000 from motorists in 95¢ "registration fees." Contributors signed chain lists, were promised \$640 when their names topped a list.



Frank Capra, crack film director (*Mr. Deeds Goes To Town*; *Lost Horizon*), is suing Columbia Pictures Corp. for \$100,000 and release from his two-year contract. He claims that, despite a minimum annual salary guarantee of \$200,000, he was paid only \$100,000 in 1936. "I follow the line of least resistance to get the best entertainment," he once said.



Tallulah Bankhead, the actress, astonished many when she climaxed 35 sensational years by marrying Actor John Emery (right). The ceremony took place at the Alabama home of her father, Speaker of the House of Representatives Bankhead. "I've married a man just as dizzy as I am," said Tallulah, "and we're going to New York to raise hell."

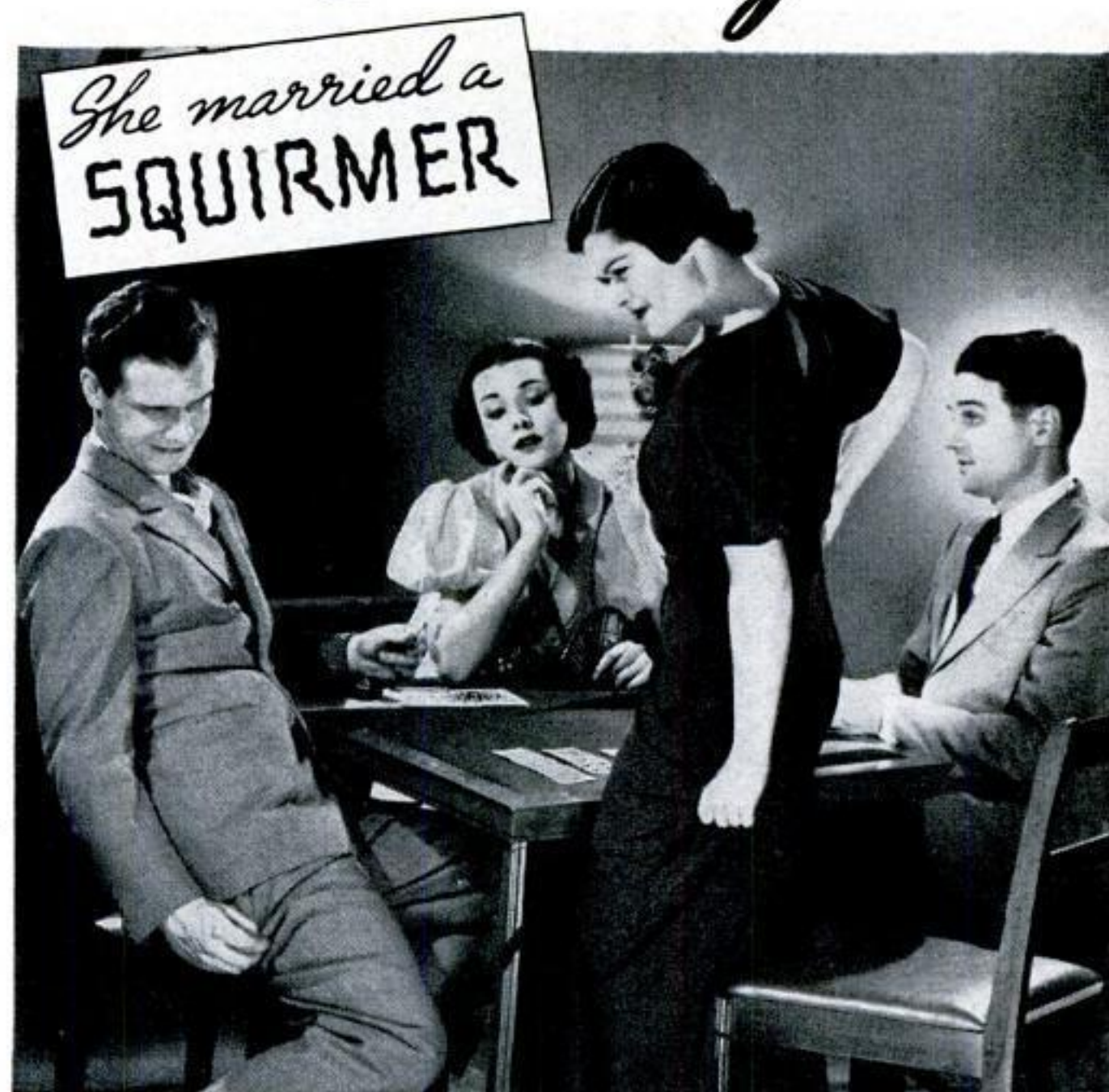


John Emery, with his wife, flew to Connecticut for a honeymoon before beginning rehearsals of Shakespeare's *Antony and Cleopatra*. Mrs. Emery will play Cleopatra to Mr. Emery's Caesar. Laertes in Gielgud's *Hamlet* last season, Emery likes playing Shakespeare "because the plays embrace every human situation." He apes John Barrymore.



Eddie Bergen, radio ventriloquist whose conversation with his dummy Charlie McCarthy is a No. 1 feature on the air (LIFE, July 26), found himself in an unusual triangle when his 21-year-old fiancée Judy Canova (above) broke their engagement. Miss Canova, who sings Florida cracker songs for Paramount films, said that Bergen could talk and think of nothing but Charlie and that she was tired of playing second fiddle. "Eddie can stuff his old dummy in his trunk and get in with him," she sobbed. Noted for his sympathy, Comedian W. C. Fields commiserated with Judy. "McCarthy comes from a long line of South American mangrove roots," said Fields, adding that if Judy ever sat on Bergen's knee (which she once did—see above) he'd probably have McCarthy on the other, making cracks.

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LIFE'S PICTURES



Able and perseverant science photographer is Fritz Goro whose pictures of the biological experiments by Dr. Thomas Hunt Morgan and Dr. Ellen Browne Harvey appear on pages 69-72. Born in Bremen, Germany, he first studied sculpture at the famed Bauhaus School in Weimar. Because of the 1923 inflation, Goro gave up his studies for journalism. Later he became art director of the *Berliner Illustrierte Zeitung*, then an editor of the *Münchener Illustrierte Presse*. In 1933 he moved to Paris with his wife, the photographer Carola Gregor, and son, transformed his hobby, photography, into a profession, became a Leica cameraman of repute. He came to the U. S. last year.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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23—ACME
24—BUSHARD from B. S. exc. t. lt. HARRISON FORMAN
25—INT. exc. b. rt. A. P.
26—HARRISON FORMAN
27—BUSHARD from B. S.
28—W. W., ACME—HORACE BRISTOL, A. P., ACME—ACME, INT.
29—PAUL DORSEY exc. t. lt. INT.
30—WALLACE W. KIRKLAND, PETER STACKPOLE—bot. cen. REX HARDY JR., bot. rt. SEATTLE TIMES PHOTO by HACK MILLER
31—ACME—ROSTAU-SCHER from EUR.
32, 33—NATORI from B. S.
34—A. P., INT.—INT., A. P.
35—ACME—A. P.
36, 37, 38, 39, 40, 41—CARL M. MYDANS
42, 43, 44, 45—KNOPF-PIX
46, 47—ROBERT RIGGS
48—WALLACE ELTON exc. bot. lt. YOUNG & RUBICAM INC., bot. cen. YOUNG & RUBICAM INC. for PARKER, DAVIS & CO.
53—EISENSTADT-PIX exc. t. u. & v.
54—EISENSTADT-PIX
56—JOHN LEWELLEN exc. cen. ACME
59—TED LEIGH exc. strip at rt. DOUGLAS LEIGH INC.
60—TED LEIGH
65, 66—RALPH VINCENT
69, 70—GORO from B. S.
72—DR. ETHEL BROWNE HARVEY exc. t., cen. lt. & bot. lt. GORO from B. S.
77—INT.
78, 79, 81, 82—REX HARDY JR.
85—FOSTER STUDIO
87—DR. J. H. FURBAY exc. bot. lt. MARTIN MUNKACSI
88—MARTIN MUNKACSI—FIRESTONE TIRE & RUBBER CO.
89—MARTIN MUNKACSI exc. bot. (2) FIRESTONE TIRE & RUBBER CO.
90—NORMAN HOWARD—INT.—INT., A. P.
91—P. I.
92—ACME
93—INTERPHOTO—CHARLES C. FENNELL from P. I., PIX
94—SELZNICK INTERNATIONAL PICTURES
95—TED ALLAN from SELZNICK INTERNATIONAL PICTURES
96—T. rt. P. I.—W. W., P. I., KEY.—lt. P. I., rt. OTTO SALOMON from P. I. exc. cen. SELZNICK INTERNATIONAL PICTURES
98—WALTER WANGER STUDIO
100—BERNARD HOFFMAN
102—INT.—W. W.—ACME, INT.
103—WALTER ROSSER—A. P.
104—CAROLA GREGOR from B. S.
106—KEITH DENNISON
108, 9, 10, 12—HANSEL MIETH
114—A. P.
122—T. rt. A. P.

ABBREVIATIONS: BOT., BOTTOM; (C), COPYRIGHT; CEN., CENTRE; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; EUR., EUROPEAN; INT., INTERNATIONAL; KEY., KEYSTONE; P. I., PICTURES INC.; U. & U., UNDERWOOD & UNDERWOOD; W. W., WIDE WORLD.

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What's wrong with this picture?

Why, the rear quarter windows, of course—because that Safety Glass is made of ordinary window glass. Wavy glass that mars the beauty of an otherwise smart car design... windows that hurt pride of ownership and make each mile an endurance test against eyestrain and fatigue. Yet, such discomfort can easily be avoided, for today many motor car manufacturers completely equip their cars with Safety Glass, made of the finest polished PLATE Glass, at no extra cost to the purchaser.

This finer glass, easily identified by the Hallmark of Higher Quality, adds immeasurably to the comfort

and enjoyment of motoring. Painstaking grinding and polishing give Safety PLATE Glass the clarity and freedom from waviness which minimize eyestrain and fatigue, and the mirror-like brilliance that enhances the beauty of your car both inside and out.

Before you buy a new car be sure it has Safety PLATE Glass in every window. Plate Glass Manufacturers of America, Pittsburgh, Pennsylvania.

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GIRL'S DREAM OF DEATH COMES TRUE

Just after midnight on Aug. 20 Marie Silva, an 18-year-old crippled girl of Oakland, Calif., awoke with a start. She had dreamed that her father was dead. Marie dismissed the dream and drifted back to sleep, only to be awakened in the morning by her brother's sobs. From the window of their home Marie beheld a gruesome sight.

Dangling from a tree in the yard was the body of her father, Frank T. Silva, who had long been ill and out of work. Silva had stood on a crate, knotted a rope around his neck and kicked away the crate. After the body had been cut down, psychic Marie Silva hobbled into the yard and pointed to the ends of rope where her dream of death had come true.



Not once . . .
but every day—for years . . .

YOU PAY FOR THE QUALITY THAT'S LEFT OUT OF A TRUCK!

● When you put down your money for a truck in the low price field today, remember this: a truck can be built to meet any price, but when *quality* is sacrificed for sake of a low price, the buyer is always the loser.

The pennies that are often saved in truck manufacture, part by part and operation by operation, cost the user of that truck *dollars*.

The White Model 700 is engineered for that big group of buyers who want a real quality truck at a low price. It will pay you to compare the specifications of the Model 700 with other low priced trucks. From the seven bearing crankshaft right through the whole chassis you'll find that surplus of stamina that means the difference between breakdowns and frequent replacements and uninterrupted, profitable operation.

For thirty-five years White has manufactured quality trucks exclusively and behind the Model 700 is White's reputation for building trucks that cost the operator the least to own. You may think you're saving money on a lower initial cost but the cost records will show every time that there's no economical substitute for quality in any truck.

Before you buy any truck, let the White salesman show you the part by part difference in a White.

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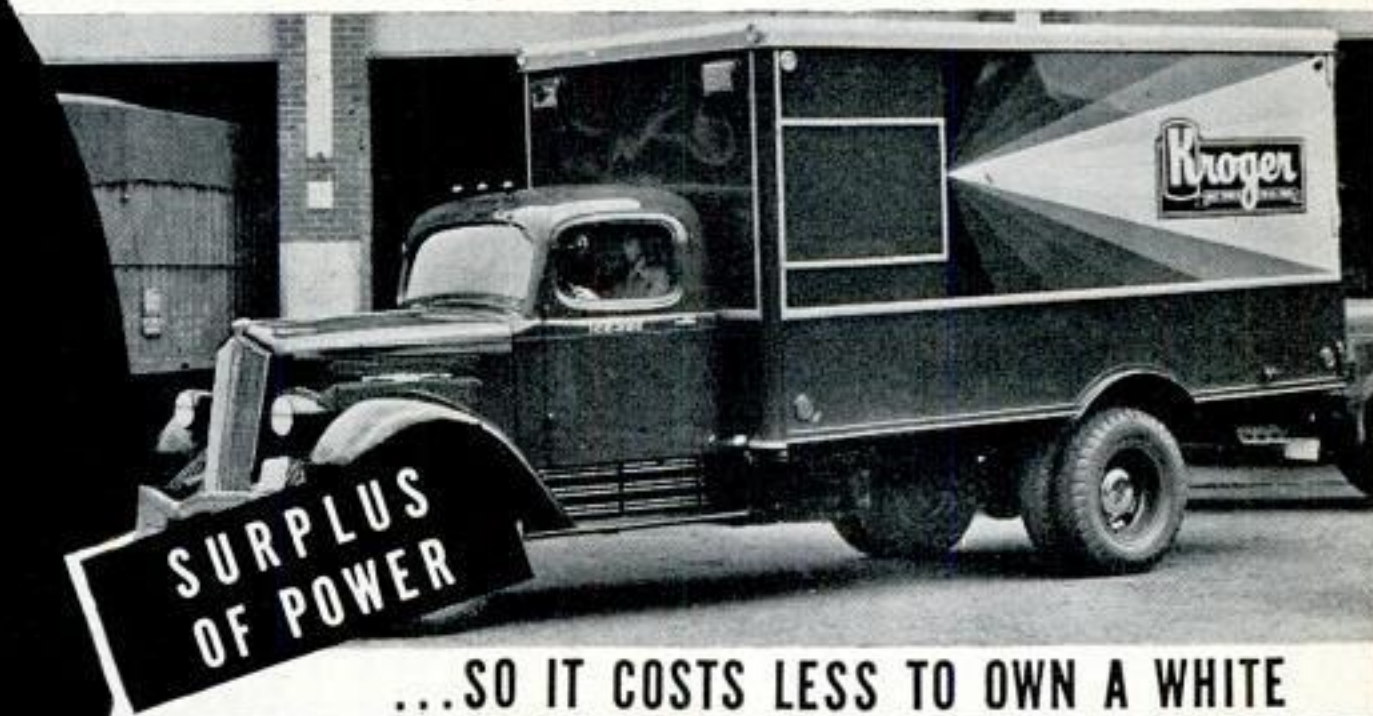
White

MODEL
700

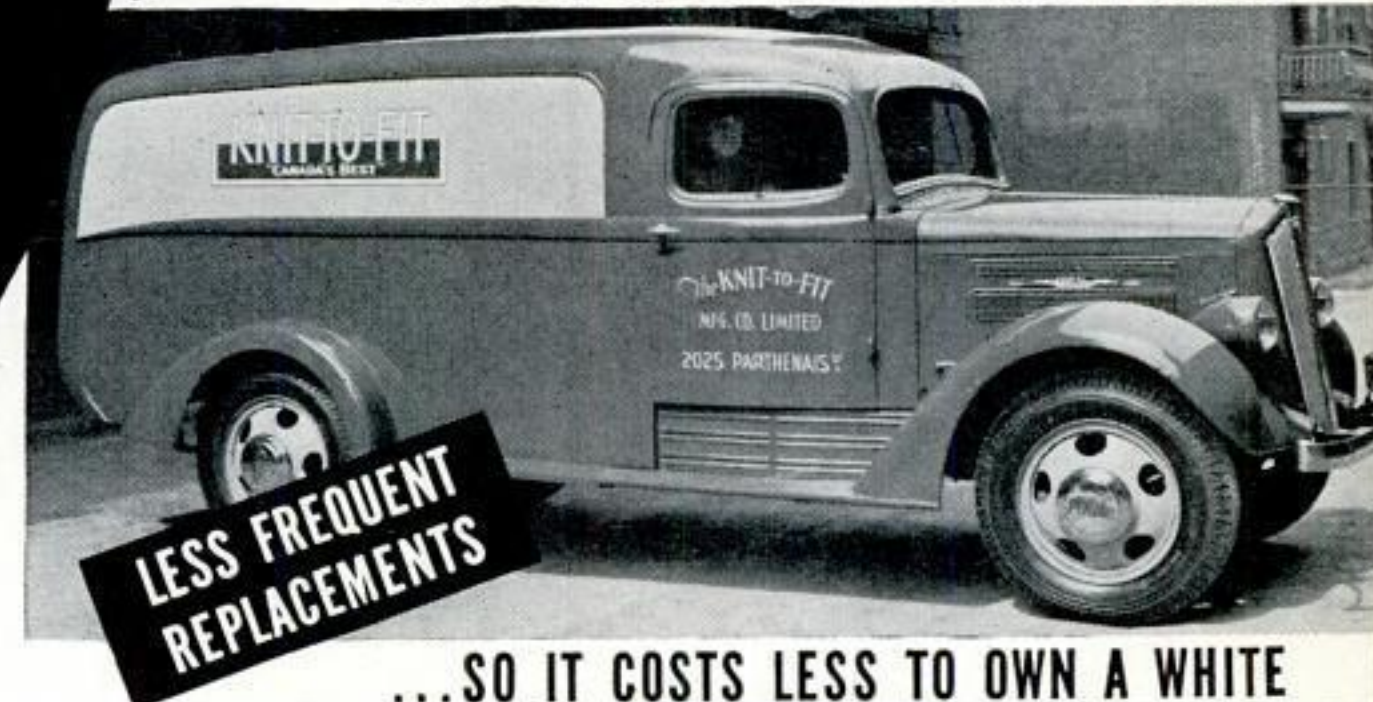
THE QUALITY TRUCK IN THE LOW PRICE FIELD



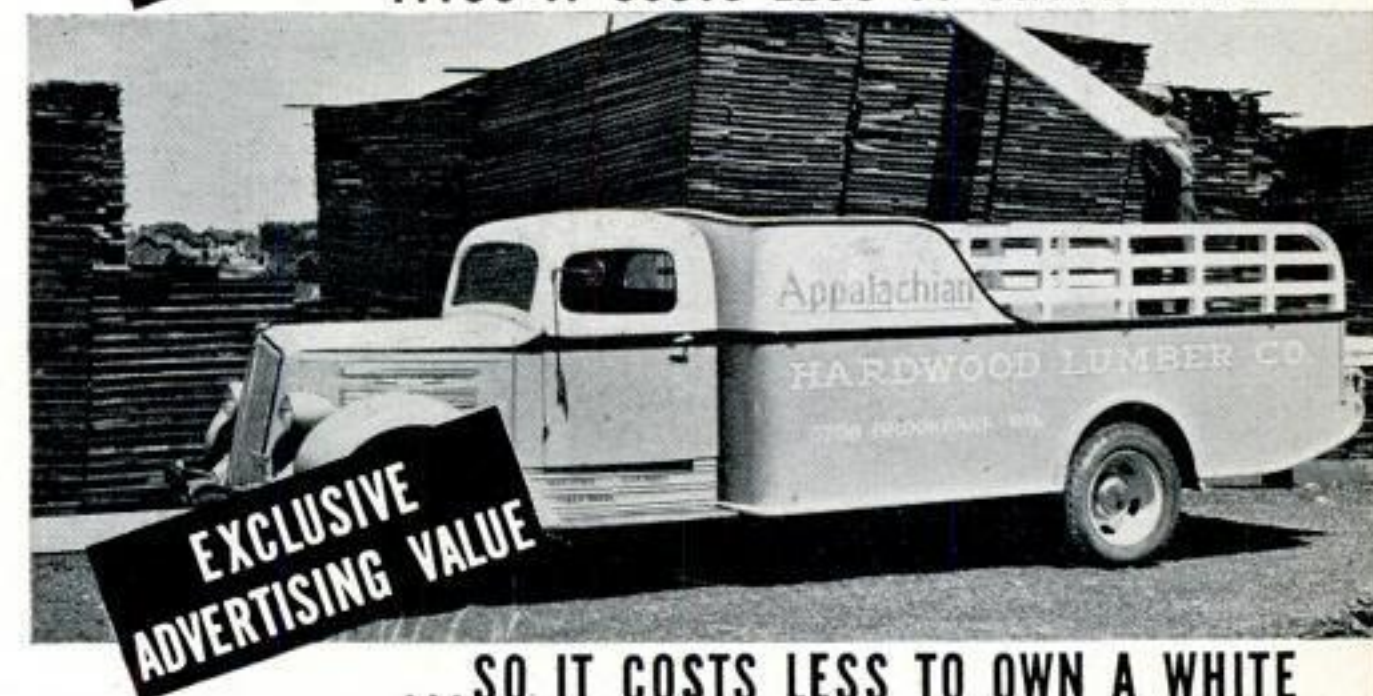
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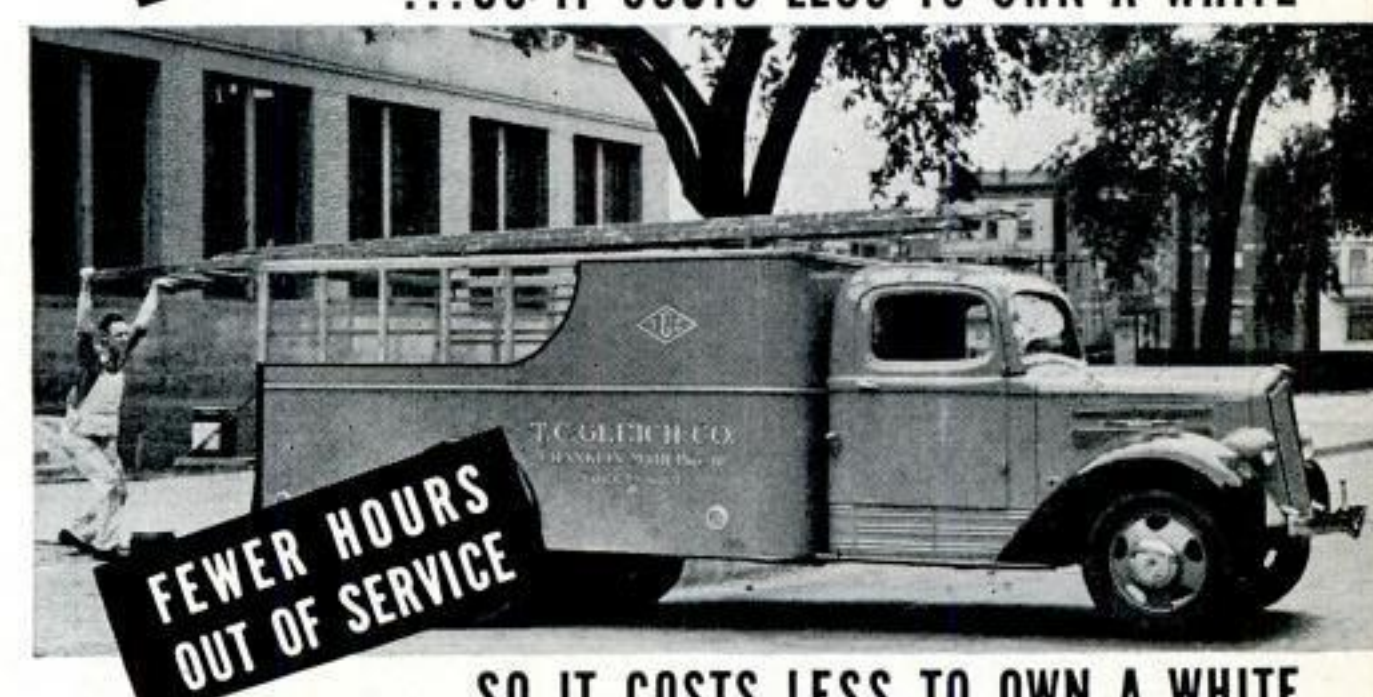
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...SO IT COSTS LESS TO OWN A WHITE



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...SO IT COSTS LESS TO OWN A WHITE



...SO IT COSTS LESS TO OWN A WHITE



DOROTHY MILKS A COW IN THE SCHOOL BARN



DOROTHY DRESSES IN WHITE FOR THE SCHOOL PARTY

Life Goes to a Party

at an Oklahoma reform school where the "Honor Girls"
invite selected boy friends in for an evening's fun

Photographs for LIFE by Hansel Mieth

Dance music was provided by musicians from Shawnee's radio station KGFF. Sometimes boys from the Oklahoma Baptist University at Shawnee attend these reform-school parties.



At Tecumseh, Oklahoma, 35 miles southeast of Oklahoma City, a sign by a high barbed-wire fence reads: NO SMOKING. STATE INDUSTRIAL SCHOOL FOR GIRLS. "THE LAND OF BEGINNING AGAIN." Inside the fence are 240 inmates—juvenile delinquents committed by the courts for moral slips. Inside the fence, also, is a scene more suggestive of a good girls' boarding school than a bad girls' reform school.

On occasions the 30 "Honor Girls" in this institution give parties and play hostess to a selected group of male guests. Lately the Industrial School made extracurricular news when at one of its parties a "pupil" became engaged to her visiting boy friend, later married him in a school ceremony (LIFE, Aug. 30).

On these pages you see a more recent party in "The Land of Beginning Again." Most of the boys came from small towns in the vicinity. Their hostesses, who are trained for a fresh start in life with courses in dressmaking and cosmetology, made their own inexpensive dance frocks. In preparation for the dance they also gave each other facials, permanents and manicures. They baked cookies and they mixed punch. Because a school policy encourages them to become attractive members of society rather than bedraggled misfits, they presented a uniformly neat and pleasant appearance. At 18, most of them are let out under guardians to find self-respecting jobs.

Punch was provided by the girls. It was a mixture of grape juice, rhubarb juice and apricot juice canned by the girls from fruit grown on the school grounds. Below, a masculine guest dips up a drink





THIS OKLAHOMA STATE INDUSTRIAL SCHOOL GIRL AT A SEWING MACHINE IS MAKING HER OWN DRESS FOR THE PARTY



School Superintendent Burnham, who likes her girls to meet boys in decent surroundings, started the party idea.



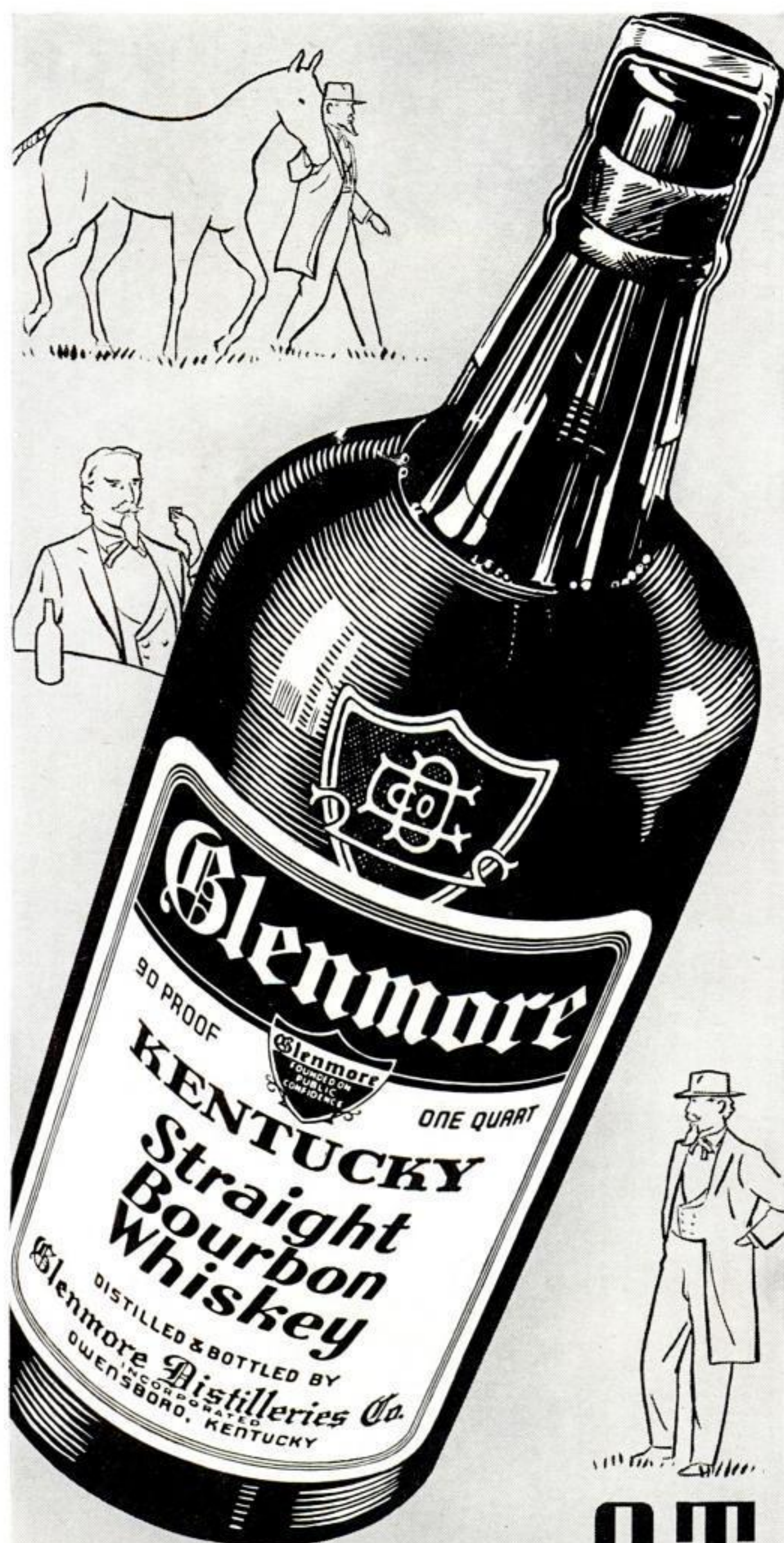
Their faces glowing with pleasure, these two nice youngsters are typical of the party guests. **The girls read up on cur-**

rent events and latest best-sellers so that they will have plenty of conversation for their carefully-picked guests.

Dancing took place in a vacated dormitory room in the Honor Cottage where the girls giving the party live. Because of heavy rain, the number of guests was smaller than the girls had prepared for.

A roping exhibition contributed to the evening's fun. Demonstrating his skill is John Gulager who claims that he is a cousin of the late rope-throwing Will Rogers.





A WORD ON THE QT

Serve this great Kentucky Straight to your friends. It gives the impression of at least double its cost—with its *full* flavor, *full* body. A sensible and luxurious economy!

Glenmore now comes in both 100 proof (Gold Label) and 90 proof (Silver Label)

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KENTUCKY STRAIGHT BOURBON WHISKEY

Life's Party (continued)



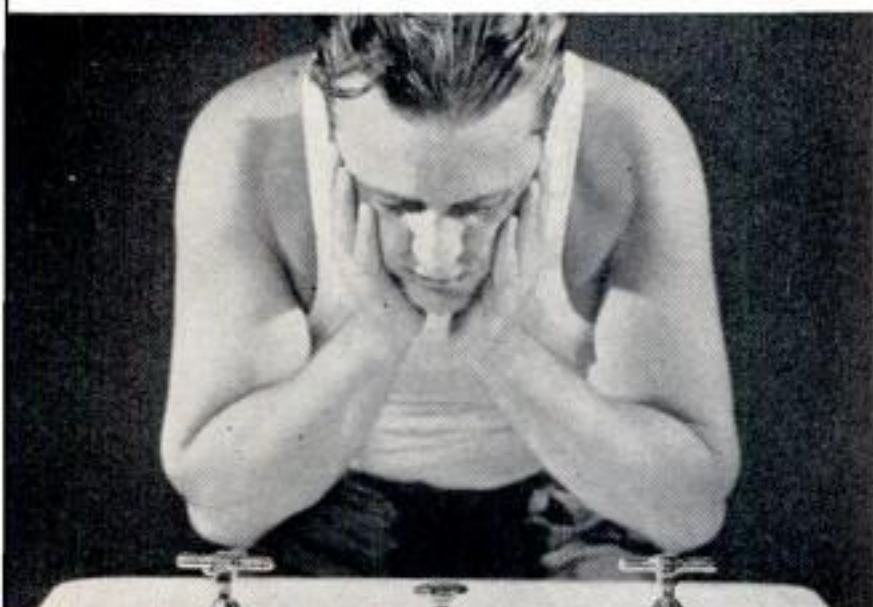
Six hundred cookies for the party, plentifully sprinkled with raisins, are made by the girl inmates who do all the baking of bread, cakes and pie for the school.



A permanent wave is given by one party-going Honor Girl to another. This sort of thing is taught in a regular course to enable the girls to earn their living later on.

THIS IS A PICTURE-RECORD OF MAN'S FINEST SHAVE

During the past five years a group of engineers and scientists in a great Industrial Research Institute shaved 27,375 times to determine how a man could remove his whiskers with less discomfort and more convenience. The action of each shave was recorded. Skin and blades were microscopically examined afterward. Here is a picture-record of conditions found to give Man his nearest-to-perfect shave . . . performed with the razor which the Institute's research helped to design . . . the new Schick Injector Razor.



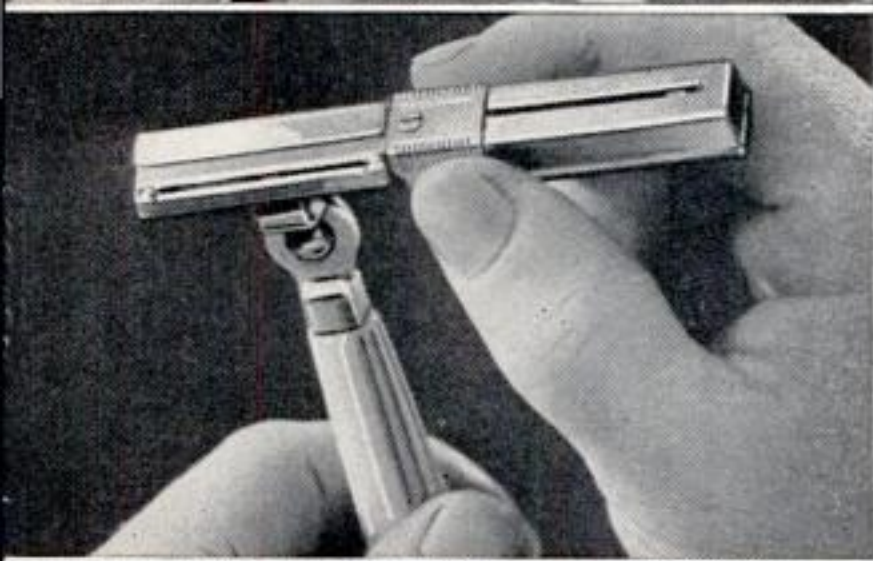
WASH THE FACE THOROUGHLY

with soap and hot water, so as to completely dissolve and remove the *sebum* (oil on the face which "waterproofs" the whiskers). Rinse completely with hot water to remove all grit, traces of talcum, etc. . . . which have decided dulling effect on blade.



WATER IS BEST

whisker-softening agent—so keep the face wet for at least three minutes, depending on the density of hair distribution and toughness. (To save time, brush your teeth while the beard is soaking.) Then apply shaving soap or brushless cream—but *keep the face wet* throughout the shave.



A FRESH BLADE?

The Schick Injector changes them *automatically*! The mere push of a trigger shoots the old blade out, a fresh one in! Nothing to take apart, unwrap, unscrew or reassemble. Schick blades are stacked in a coating of oil.

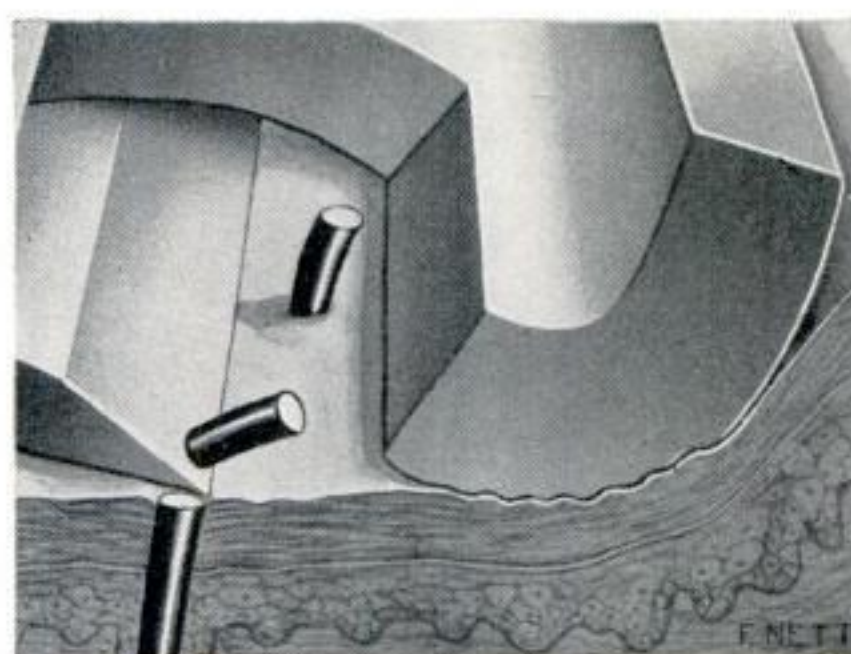


THE MOST COMMON REACTION

of new users of this razor is that "it glides over the skin so smoothly you scarcely realize it's shaving." Principal reason: the Schick Injector Guide Bar, which is flat, solid—does not have grooving "teeth" like other razors. (See circles.) The Guide Bar controls the "flow" of the skin ahead of the blade, ironing out wrinkles and ridges which, with other razors, get nicked by blade.

FOR COMPARISON'S SAKE,

here is a greatly enlarged picture of a tooth-type razor cutting a whisker. Notice (dotted line) how the blade nicked the top of one of the tiny ridges that cover the skin. Though invisible, such nicks "smart" and "burn." Notice, too, how the whisker—held up only by soft skin—bent over as the blade cut it, leaving a long pointed stub. This was caused by a faulty design of the guard. The Institute solved both these problems with the Schick Injector Razor (see above, right).



THE GUIDE BAR

on the Schick Injector Razor has a slight "tread" which stretches the skin taut. This holds the whisker firm . . . gives the blade a clean, even cut through it . . . with no "pulling" and no pointed stub. The tiny ridges in the skin also are stretched flat, out of the way of the blade edge . . . they don't get nicked, you feel no burn or smart. No other shave is as COMFORTABLE . . . as easy on the face.



STILL MORE CONVENIENT

than old-type razors is the Schick Injector at the *end* of a shave. You don't have to take anything apart, unscrew joints or wipe anything dry. A flush under the faucet cleans it and a swish through the air dries it sufficiently. The highly-polished *cutting edge* of the blade won't rust or dull between shaves—and water won't harm the 24-K, gold-plated head.

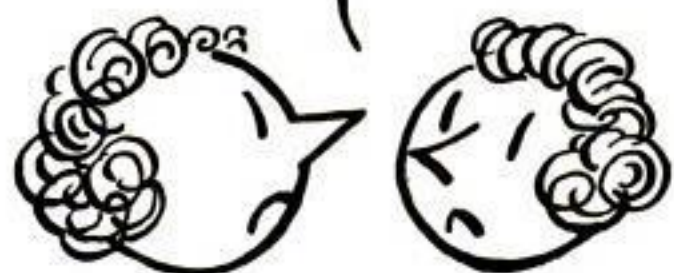
The DeLuxe Model SCHICK INJECTOR RAZOR

It's packed in a lustrous-black, waterproof kit, complete with an automatic Injector of Twenty (20) double-thick Schick Blades. It costs more than the usual "two-bit" razor with three blades—but one shave with it is well worth the difference! Magazine Repeating Razor Company, Bridgeport, Connecticut.

\$2⁰⁰
with 20 blades
\$3⁰⁰ in Canada



He's a
fine man,
but—



Don Herold Says:

Do women use this "but" about you?

What does it gain you if you are a charming, loveable masculine character—if you are also a walking advertisement of your need for Mum?

"But," I can hear you say, "I don't need Mum, because I bathe like clock-work every day."

Even so, you may still need Mum. A bath may last only half an hour, and then you may start to steam and invite criticism.

Some of the nicest people in America need Mum.

There is no such thing as a Mum inspector. Nobody is going to come around and size you up and tell you you need Mum. Your doctor won't tell you. Your dentist won't tell you. Your friends won't tell you. Your enemies won't tell you—because *that's* the way they want you.

Everybody will advise you about everything . . . but Mum.

You've got to be your own severest critic in this matter.

Why take the chance that even two women a year may get together and say "He's a fine man, but—"?



I use it
for Social
Security

Mum is a pleasant, fragrant cream which stops perspiration odor for a day without interfering with perspiration itself. Women used it first, but now millions of men have caught on and make a daily habit of two dabs of Mum underarm each a.m. and maybe again before p.m.'s out. Many also apply touches to the feet to keep hose and shoe linings fresh.

Be a skeptic. Try before you buy. A FREE sample is yours at once if you'll send your name on the corner of this page to Bristol-Myers Company, Dept. Q1-97, 630-A Fifth Avenue, New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



Life's Party (continued)

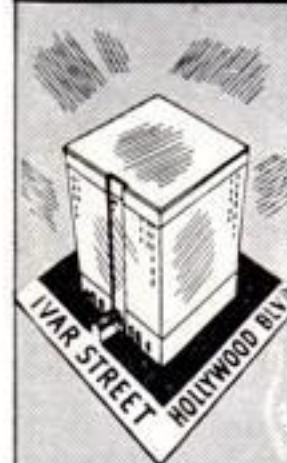


Final touches to a party dress are applied by Mrs. Sapp, housemother of the Honor Cottage, whose well-behaved inmates were given permission to attend the dance.



Final touches to party faces are applied by two Honor Girls just before the dance. Both these girls are named Maxine. Last names are not divulged to outsiders.

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we'd have
called for it"**

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SCIENCE & INDUSTRY

Students find 2,000-year-old battlefield



About 2,000 years ago warring tribes of Celts ruled the southern part of England. They dwelt in hill forts with walls of earth or in villages of round huts sunk in the ground. Led by Druid priests, they practiced magical arts and pacified their deities with human sacrifices. These long-headed Britons of powerful stature might have continued this existence for many centuries had not Julius Caesar decided that England should be a part of the Roman Empire. Two raids by well-armed and well-disciplined Roman legions in 55 and 54 B.C. killed many Celtic warriors, brought those who still lived to their knees.

Recently English university students unearthed skeletons on a Roman-Celtic battlefield. Here they piece together a tale of war which occurred 2,000 years ago near Maiden Castle, in Dorset.



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Charlotte W Bagg

● U. S. Grant was President, Longfellow was the poet of the hour, Chicago was rebuilding after a disastrous fire, and transcontinental railroad service was still a novelty. Even then, Pullman service was a remarkable thing, and had been for 18 years.

There are many besides Mrs. Bagg who distinctly recall Pullman in the seventies, and who today agree that, with its vastly enlarged and constantly improved service, it is the standard of travel comfort the world over.

To the four corners of the nation you may travel, surrounded by all the comforts and conveniences you could desire, served by courteous and competent attendants, every mile a moment of rest, relaxation and enjoyment. Thus Pullman serves you today — economically, and in safety unmatched by any other scheduled transportation in the world. Your ticket agent will give you full information about the several Pullman accommodations, or write

THE PULLMAN COMPANY, CHICAGO



Travels on a Budget

Marie Blizard, newspaper writer, says: "I travel on a budget; thanks to Pullman, I get around the country with no less ease and comfort than a millionaire enjoys. It's grand going by Pullman — restful, relaxing, enjoyable."



Writes Plays in Pullman Privacy!

Marc Connelly, famous playwright and author of "Green Pastures," says: "As one whose typewriter goes with him everywhere, I can say that on a dozen trips across the continent — and on scores of shorter ones — I have invariably found courtesy, comfort and a stimulus to writing in the privacy of Pullman cars."

All testimonial statements in this advertisement were furnished without compensation

Pullman and Rail — The safe way to go and the sure way to get there

Copyright 1937, The Pullman Company



PICTURES TO THE EDITORS

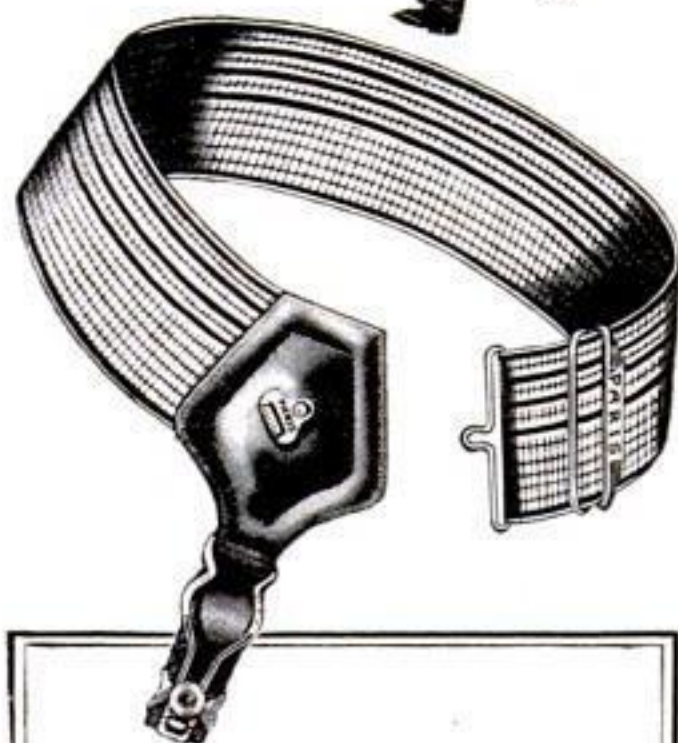
HOT HORSE

Sirs:

At 5 o'clock after a hard hot day of work pulling a vegetable wagon, this horse collapsed at Jones and Bleecker Streets, New York. A crowd collected and began to blame the owner. What happened after that is shown in this set of pictures I took at the scene over a period of half an hour.

BOB WALDECK

New York, N. Y.



Step Right Out in Smart Fall Style

You'll find that the Paris idea of style goes beyond authentic design and correct colorings. It includes the structural features that assure carefree comfort... garters in a wide variety of types... each tailored full length for full freedom... each adjustable for accurate fit. Imitated by everyone... duplicated by no one. Out-sells any garter sold... outmodes any garter made. 50c and up.

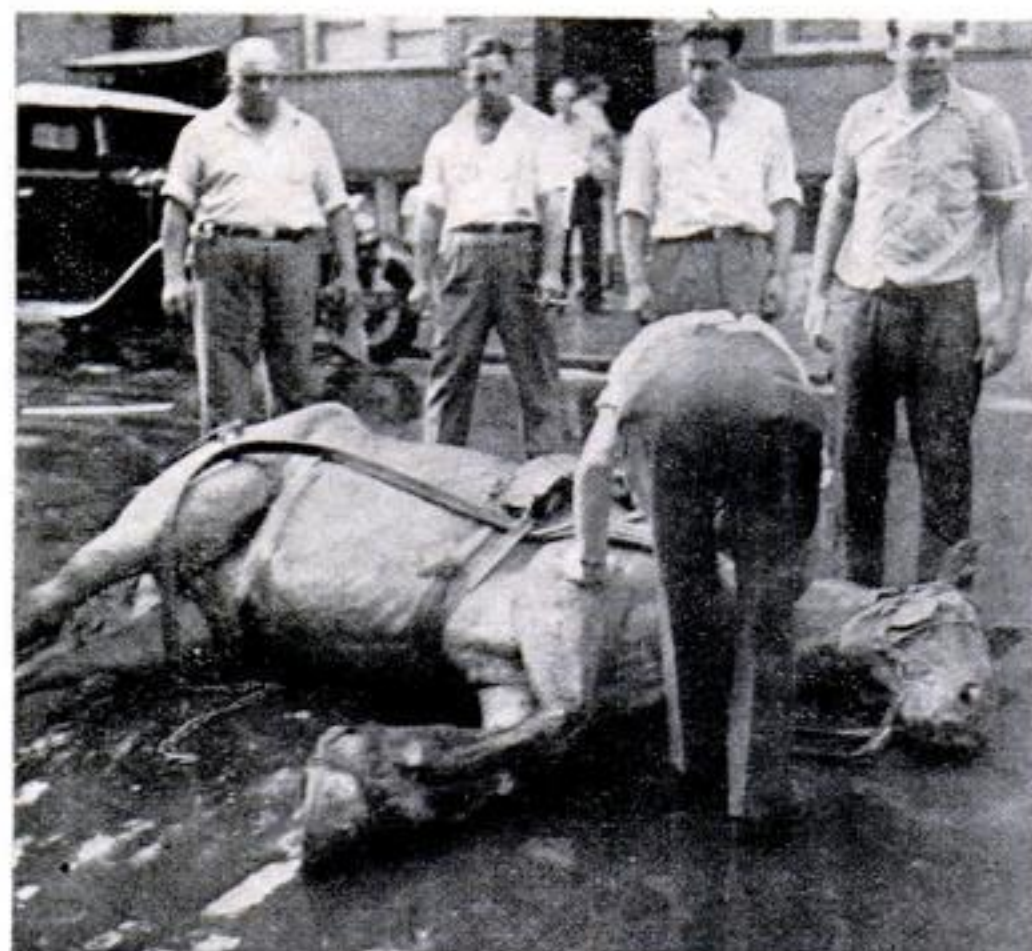
A. STEIN & COMPANY

Chicago • New York
Toronto • Buenos Aires

Makers of Paris Suspenders,
Belts and Gards



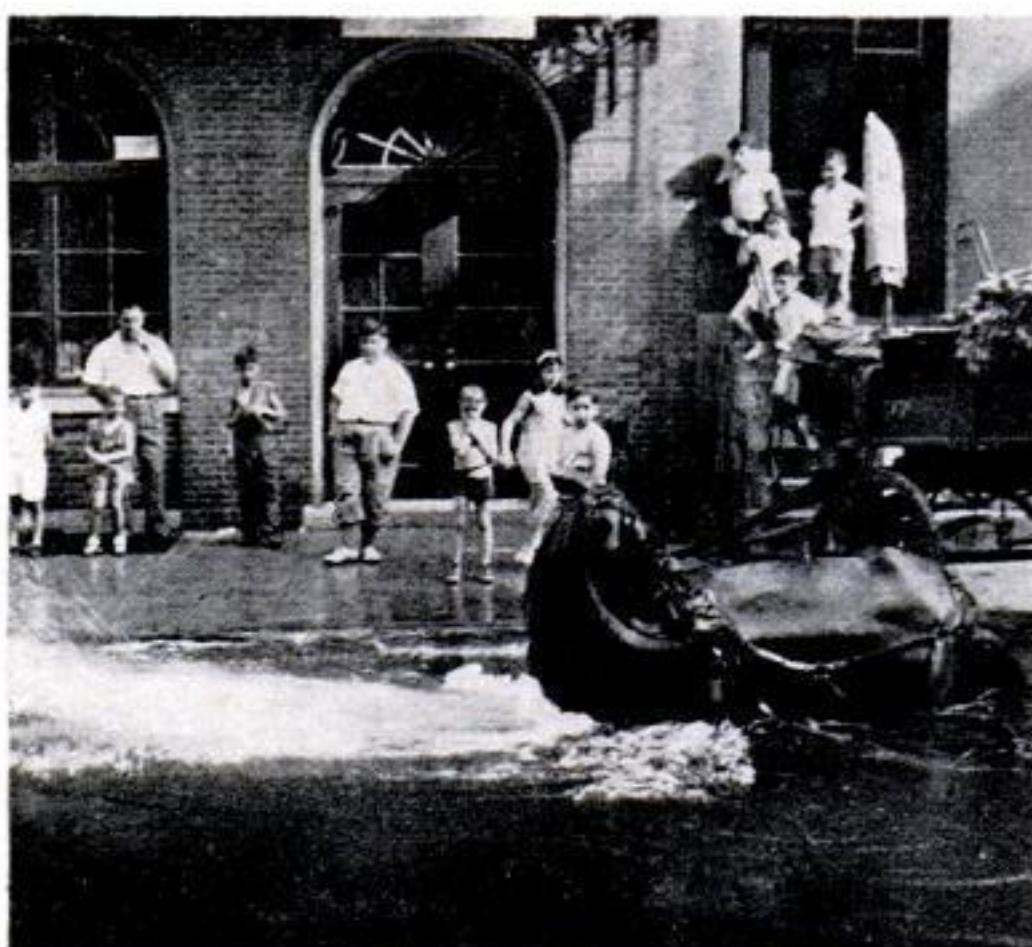
PARIS
GARTERS
NO METAL CAN TOUCH YOU



1 THE HOT HORSE IS UNHITCHED FROM WAGON



2 A SPECTATOR COOLS ANIMAL OFF WITH HOSE



3 SOMEONE TURNS ON HYDRANT, FLOODS STREET



4 AN AMATEUR VET STARTS TO UNHARNESS HORSE



5 ON THIRD TRY HORSE STAGGERS TO ITS FEET



6 THE CROWD CHEERS AS HORSE REGAINS LEGS

Only WILSON & CO. Makes
Tender Made Ham



"HEAR YE! HEAR YE!"
WILSON'S
Tender Made Ham
Wins on All Counts

TENDERNESS, FLAVOR and ECONOMY"

Try the case yourself. Serve Tender Made Ham to your family, friends, guests. Get their testimony as to its amazing tenderness and wonderful flavor produced by the Wilson Secret Process. Consider carefully, too, that it is ready to serve as purchased or may be served hot in 1/5 to 1/4 the usual ham cooking time, giving more servings per pound because there is practically no oven shrinkage. Your inevitable decision will be that Wilson's Tender Made Ham is the tenderest ham you have ever served—matchless in flavor and exceptionally economical.

Genuine Wilson's Tender Made Ham is available with the bone in; also boneless cooked in its own rich natural juices and sealed in flavor-saving tins. The Wilson Secret Process also gives the butts and shanks of Tender Made Ham a tenderness and tastiness hitherto unobtainable in any ham. At all dealers who feature Wilson's Certified Products.



"THE HAM YOU CUT
WITH A FORK"



BONE-IN

Ready to Serve or
just heat and eat

TENDER FROM
END TO END

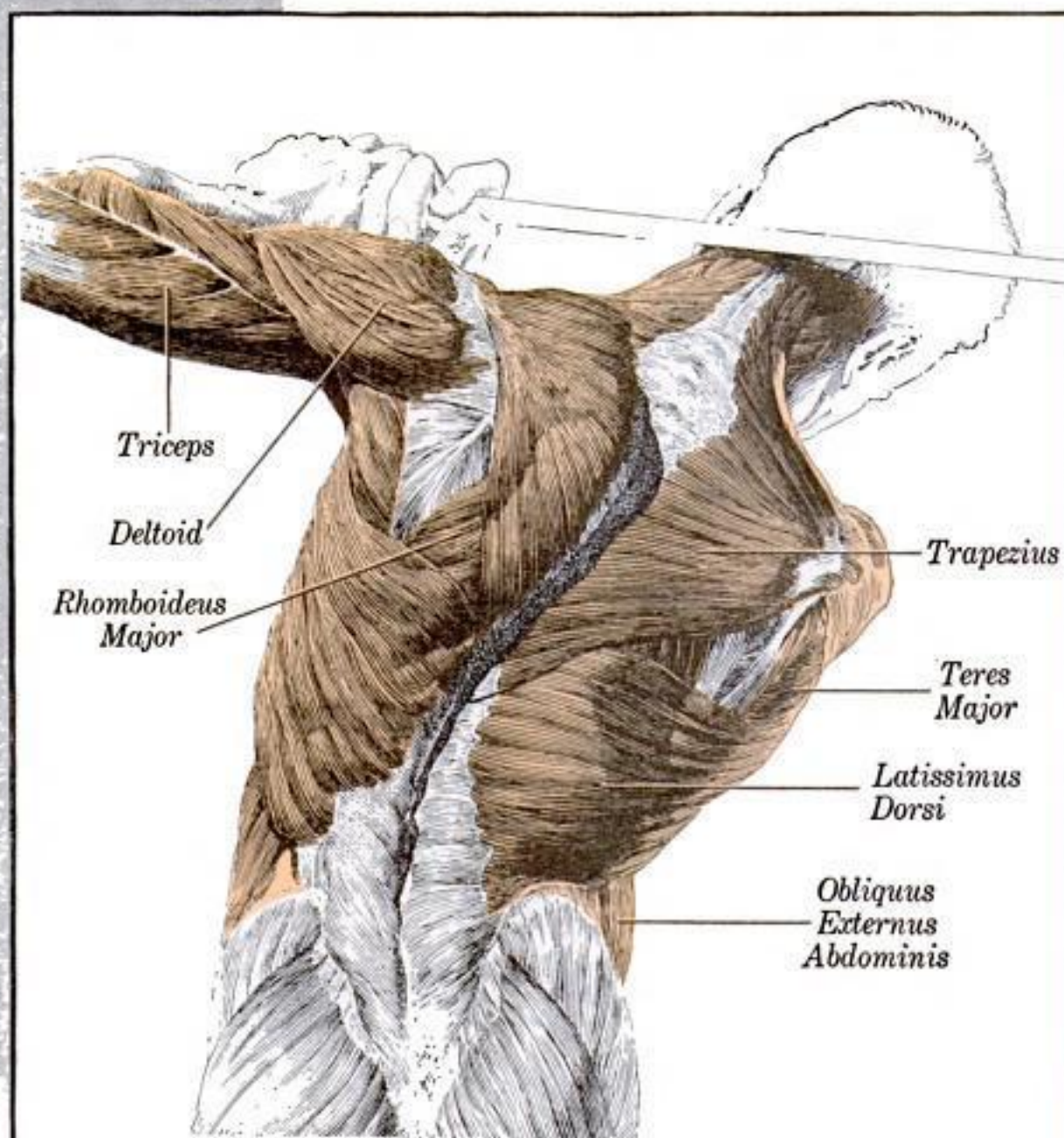


U. S. Inspected and Passed by the
Department of Agriculture

The Wilson label protects your table



FINISH OF A DRIVE. In golf, hips and torso do the heaviest work. But flexibility of every muscle is essential. The least rigidity of finger, wrist, forearm or leg muscles will spoil your stroke.



How Muscle Tissue Behaves When You Exercise

Every muscle is a bundle of fibres interspersed with connecting tissue, and covered by a sheath which cannot expand. After exercise, lactic acid settles in these muscle fibres, and fluids filter in. The muscle swells, presses against its sheath, feels stiff, painful.

Only the blood can carry this lactic acid away. Absorbine Jr.

quickly brings an increased supply of blood to the overworked muscle. This carries off the lactic acid, and brings fresh fuel for renewed energy.

Right after exercise, rub Absorbine Jr. on the sore muscles. Spread over a wide area around them—the wider the better. Repeat 2 or 3 times during day.

Why the Saturday "Champion" can't break 90 on Sunday

A Simple Physiological Fact Explains Why Muscles Stiffen, Grow Sore, After First Workout of the Week-End—How Absorbine Jr. Relieves them, Improves your Second-Day Game

EVERY "week-end athlete" knows it. That brilliant score the first day. The terrible falling off next day.

A simple physiological fact explains it.

Physiologists say muscular exercise produces toxic waste matter *in the muscles themselves*. Notably, *lactic acid*. It lodges in the muscles until it is carried off by the blood.

Meantime fluids filter in. The muscle

swells and stiffens. You feel pain, soreness—and your game falls off! There's a simple way to avoid this soreness.

Easy to relieve

Absorbine Jr., used right after exercise, immediately brings blood to tired muscles! The blood washes away the lactic acid. Restores muscular energy. Stiffness is avoided. Your muscles stay limber, able to give you next day the sensitive performance you demand of them.

Absorbine Jr. has been used by professionals for over 40 years, to restore muscle efficiency after exercise.

Keep Absorbine Jr. at home as well as in the locker room. Use it no matter what your sport. Simply rub on—and muscle pain and stiffness are relieved! Antiseptic, cooling, soothing. Absorbine Jr. is a pleasure to use!—W. F. Young, Inc., Springfield, Mass.

Bruises, Bumps, Sprains, Wrenches— Absorbine Jr. relieves congestion in the same way it relieves muscle fatigue—by bringing the blood to the injured spot to wash away the toxic matter lodged there, and to supply fresh food for repair.

Relieves Muscular Pain—Absorbine Jr. soothes and comforts injuries to muscles and tissue. It is a dependable antiseptic. Protects against infection. Does not harm the healing tissue.



ABSORBINE Jr.

PICTURES TO THE EDITORS

(continued)



SEEING HANDS

Sirs:

The pictures of hands in your August 16 number interested us here at the Baltimore Red Cross Chapter because we had selected a picture of hands (above) for the cover of our annual chapter report for 1936. "Seeing Hands" you might

call them, since they read the books for the blind made with Braille dots by our Red Cross Braille workers here.

CRISTINE T. LIMBERT

Executive Director

The American Red Cross
Baltimore Chapter
Baltimore, Md.



OVERLAND PULLMAN

Sirs:

This overland Pullman cost \$11,000. It sleeps six people, has two showers and toilets, a kitchenette, lounge and telephone from trailer to driver. Notice the propeller-type motor at front end of roof which generates electricity for lights,

etc. To be used exclusively for traveling and not as a home, it is owned by Stuart Abbott, Los Angeles millionaire. I happened to snap it on its first trip through town while on a parking lot in Hollywood.

PELL MITCHELL

Hollywood, Calif.



PICKETS

Sirs:

In Tulsa, Okla. last week an employe of the "poor boy's market" decided to strike. Immediately the owner sent his eleven-year-old son out to strike against the striker. Ten days have passed and both are still striking. I thought you'd be interested in what's going on down here.

LESLIE THOMPSON III
Tulsa, Okla.



Have
**GOOD
HEALTHY
HAIR**



DO THIS EVERY WEEK:
Massage in 'Vaseline' Hair Tonic to wake up circulation, correct dryness. Shampoo.



DO THIS EVERY DAY:
Comb a few drops of 'Vaseline' Hair Tonic into the hair to keep it good looking.

Young men everywhere are finding that the easy way to have good-looking, healthy hair is to do these two simple things: Each morning as a last moment grooming, shake on a few drops of 'Vaseline' Hair Tonic. . . Every week before shampooing, rub plenty of 'Vaseline' Hair Tonic into the scalp. These Tonic treatments speed up the circulation that feeds the hair roots . . . loosen tight scalp muscles . . . tend to stop excessive shedding of the hair . . . and help the new hair growth. Chesebrough Mfg. Co., Cons'd., 17 State Street, New York.

Vaseline
REG. U.S. PAT. OFF.
HAIR TONIC

Copyright, 1937, Chesebrough Mfg. Co., Cons'd.



40¢
and
70¢

**HANDS SMOOTH BUT
SMELLY...
ARE ROUGH ON ROMANCE**



YOU USED TO SAY I HAD
THE SWEETEST LITTLE HANDS
IN THE WORLD



THAT WAS BEFORE YOU STARTED
PUTTING THAT STUFF ON
THEM THAT SMELLS LIKE
DISINFECTANT



JOHN WAS RIGHT. STOP USING
HAND LOTIONS WITH MEDICINAL
ODORS. USE **FROSTILLA** IF YOU
WANT TO BE DAINTY AND
LOVELY



LATER
NOW YOUR HANDS ARE
AS LOVELY
AS YOU ARE



THANK MOTHER AND
FROSTILLA FOR THAT

FROSTILLA

makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



35c, 50c and \$1.00
sizes throughout U.S.
and Canada. Travel
sizes at better ten-cent
stores.

Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics —THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and *increase* your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion!

Frostilla is non-sticky and **ECONOMICAL** because it takes less Frostilla to get results.



PICTURES TO THE EDITORS

(continued)

BOURKE-WHITE IN ACTION

Sirs:

Visiting the Pan American Airways base at Port Washington, L.I. recently to get a few pictures of the Clipper ships we found another photographer on the job —Miss Margaret Bourke-White of LIFE. We introduced ourselves and learned that she was then doing a series of pictures on the Clipper Ships for your magazine. The enclosed shots show her in action. We were amazed at the energy and thoroughness with which she went about her work.

CARLYLE F. TREVELYAN

Flushing, L. I., N. Y.



LIFE'S MARGARET BOURKE-WHITE GETS A FRESH CAMERA ANGLE



MISS BOURKE-WHITE HOLDS FLASH BULB FOR CLIPPER PORTRAIT



SHE FOCUSES UNDER HOOD IN PAN AMERICAN'S HANGAR

Beauty comes to
LIFE in



...the beauty of youth
...of love and laughter
...Paris-inspired shoes
that have made women's
heads whirl with excite-
ment from coast to coast!
Styles for "dawdling...dating
...dashing about"...styles
that give outfits the "swish"
of perfection that makes
every big moment bigger!

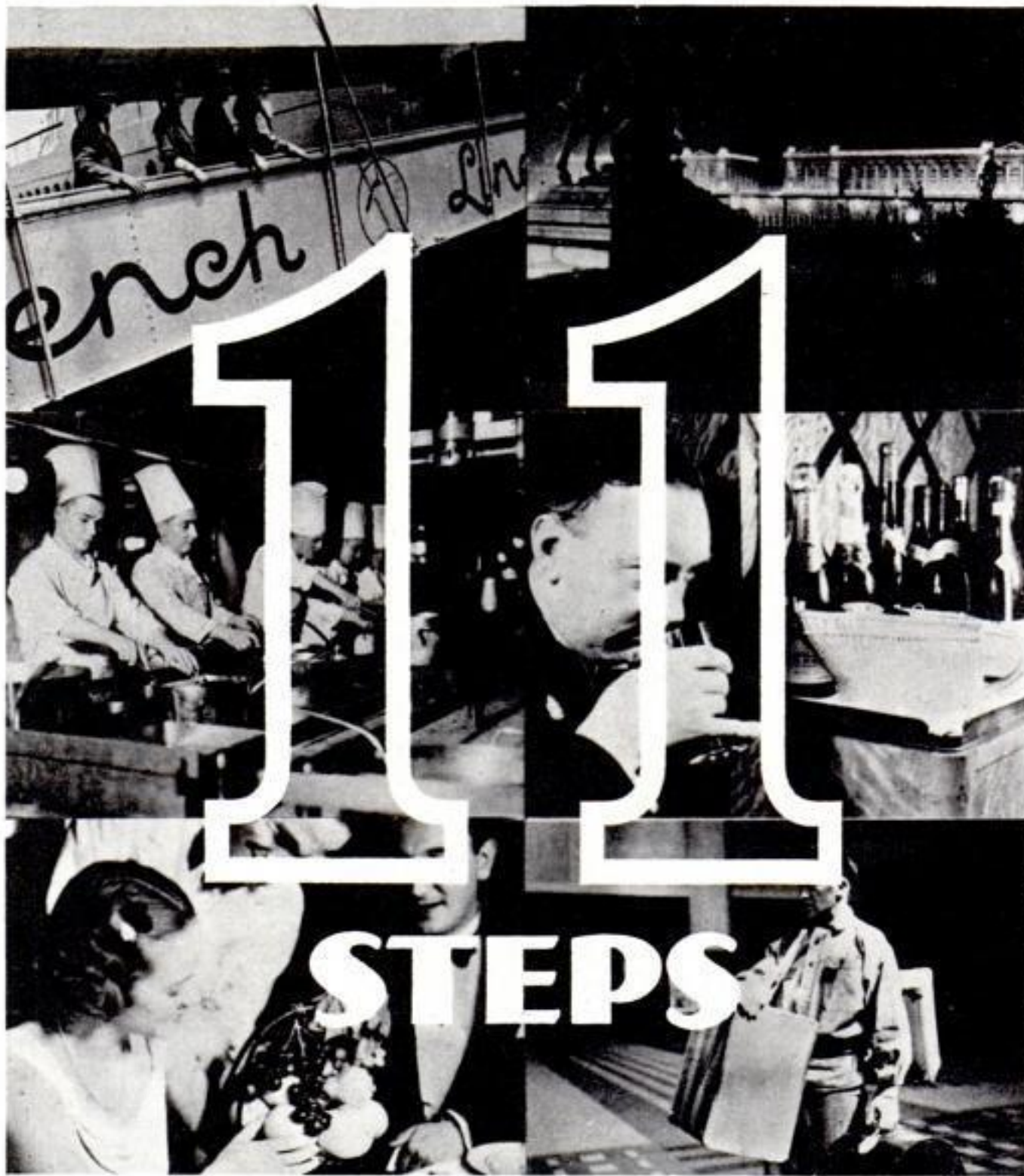
\$3 to \$4



Write for Style
Booklet & Name
of Dealer in your
City...Dept. E-1

Paris Fashion
SHOES

W O H L S H O E C O M P A N Y . . . S A I N T L O U I S



To France

BRISKLY you ascend the gang-plank . . . and emerge into a bright new world! Here is the very essence of France, distilled for your enjoyment.

The atmosphere of the ship is a charming blend of the gay boulevards and brilliant salons for which Paris is so noted. The food is in the highest tradition of French cuisine. The service is impeccable . . . English-speaking, of course. Your cabin is airy and truly spacious, with ample room for luggage. And the sturdy Breton and Norman seamanship is assurance of a swift and comfortable crossing.

If you are planning a business or pleasure trip abroad this fall, why not go by French Line and take your family? Your Travel Agent will gladly attend to all arrangements for you, without charge. . . . French Line, 610 Fifth Ave. (Rockefeller Center), New York City.



NEW YORK TO ENGLAND AND FRANCE,
AND THUS TO ALL EUROPE:

LAFAYETTE, Sept. 24 • CHAMPLAIN, Sept. 25, Oct. 23
DE GRASSE, Sept. 24 • PARIS, Sept. 27 • NORMANDIE,
Sept. 29, Oct. 13 • ILE DE FRANCE, Oct. 7, 28

FLY ANYWHERE IN EUROPE VIA AIR-FRANCE

French Line

PICTURES TO THE EDITORS

(continued)



DALLAS WATER

Sirs:

In your Aug. 23 issue you show Bill Duncan of Dallas making an awful face over a glass of water with putrefied algae in it (see above). The water in Dallas may taste bad but oh, boy—it sure feels good to us (left).

LUCILLE HUTSELL
and
ELSIE ABERNATHY
Dallas, Tex.



DEATH IN WINNIPEG

Sirs:

Swift and horrible death by electrocution left Herbert Drage, Winnipeg lamp cleaner, suspended from the top of a 4,000-volt-charged lamppost (above). The 56-year-old worker, both hands burned black, was held to the post for a half-hour before workers could turn off the

current and lower him. Believing the post "dead," he had climbed the ladder of his truck beside it and gone to work to clean its lamps. As he unscrewed the lamp bulb a current of 4,000 volts, brought in from another socket, shot through his body.

H. N. ROWED

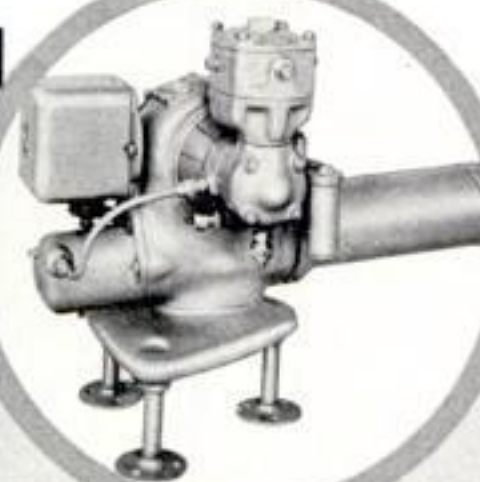
The Tribune
Winnipeg, Canada.

LAZY?

WE CALL HIM *SMART!*

... he's now enjoying heat without work or worry

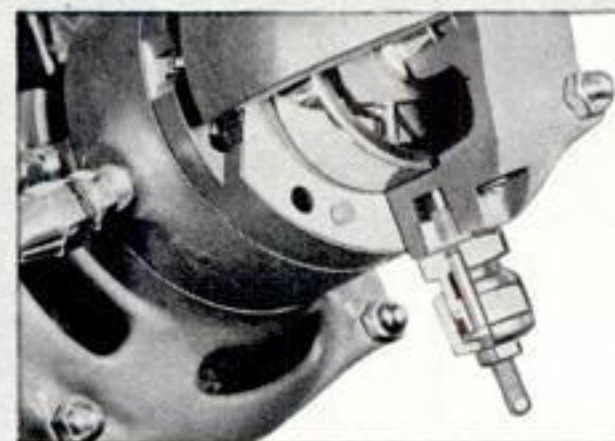
WILLIAMS
OIL-O-MATIC
HEATING



"IT BUDGETS THE OIL"

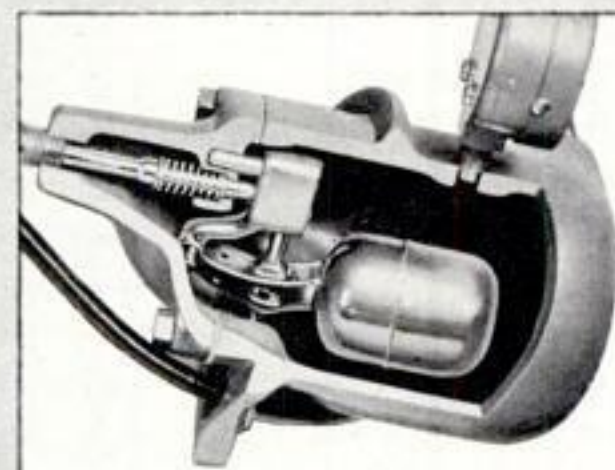
The OIL-O-MATIC METERING UNIT measures oil drop by drop

Oil-O-Matic is downright stingy with *your* money. Instead of gobbling up fuel the way a lot of oil burners do, Oil-O-Matic is amazingly temperate—it digests oil *slowly*. Its patented "Metering Unit" literally doles out oil drop by drop, precisely regulating the quantity of fuel to be burned regardless of temperature changes or varying viscosity of oil. Thus your heat dollar goes farther—much farther—with Oil-O-Matic.



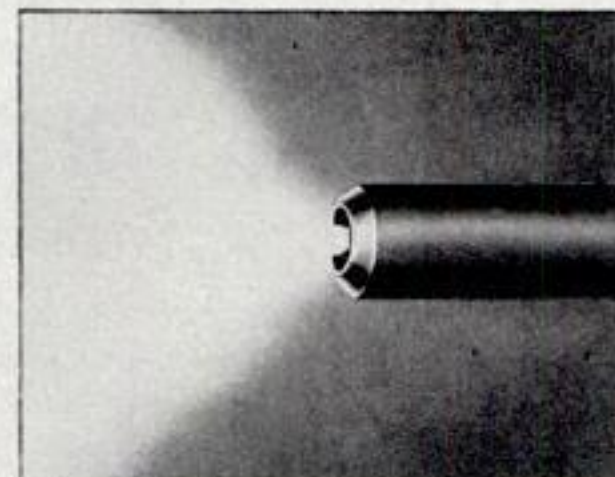
The OIL-O-MATIC "DIFFUSOR" mixes oil with air at low pressure

The patented Williams Oil-O-Matic "Diffusor" performs one vital task; it permits the mingling of fuel oil and air *inside* the furnace. The scientific mixture of the two effects *complete* combustion . . . which means *every* heat unit is wrung from *every* drop of oil. There is an absolute minimum of waste. Oil lasts longer, heats more efficiently in a Williams Oil-O-Matic oil burner.



LOW PRESSURE ATOMIZATION insures long life and thrifty maintenance

One of the many economy features which have made Williams Oil-O-Matic the world's largest selling oil burner, is *Low Pressure Atomization*. This great Oil-O-Matic advancement permits a *much larger* fuel feed opening which in turn permits use of heavier, lower priced fuel oils. Most other oil burners have pin point openings which tend to clog and which require lighter, higher priced fuel oils for satisfactory operation. You save with Oil-O-Matic.



SEE YOUR OIL-O-MATIC DEALER
PRICES STILL AMAZINGLY LOW!

FREE →

"THE OIL-O-MATIC PRIMER"
WRITE FOR IT!

WILLIAMS OIL-O-MATIC HEATING CORP.
Dept. 379, Bloomington, Ill.

Please send me FREE "The Oil-O-Matic Primer" which explains oil heat in simple, unmechanical terms.

Name.....

Address.....

City.....State.....



No more crack-
of-dawn furnace
nursing



No more coal
shovel calisthenics



No more ash haul-
ing acrobatics



HOLLYWOOD FEET



Hollywood Feet trip lightly hour after hour in arduous practice. These particular feet are the property of popular Betty Grable. The unsightly worn spot beneath the feet is Floor Pox . . . the result of wear on an unprotected floor finish. Yet Floor Pox can be prevented — even in homes where shoes less dainty scrape and scuff and grind over uncovered floors (between rugs and in doorways).

No Floor Pox Here→

The dainty dancing feet are still Miss Grable's. The floor beneath the feet is different — made so by a protective coat of Johnson's Wax. In your own home you can end the threat of Floor Pox — enjoy beautiful shimmering floors like this, simply by applying Johnson's Wax a few times a year at a cost of a few cents a room. When you "walk on wax you save your floors."



Lovely Betty Grable is one of Paramount's popular stars. She is appearing soon in "This Way, Please," a new picture in which Fibber McGee and Molly, of radio fame, make their film debut. You can hear the McGees every Monday night, over NBC—sponsored by the makers of Johnson's Wax.

For a perfect MANHATTAN

Cocktail

USE OLD OVERHOLT WHISKEY

Another
"NATIONAL"
Favorite



MOUNT VERNON—straight rye whiskey, bottled in bond under U. S. Government supervision, 100 proof . . . **OLD CROW Brand**—This straight rye or bourbon whiskey is 3½ years old, 93 proof.

OLD GRAND-DAD and **OLD TAYLOR**—Kentucky straight bourbon whiskeys, bottled in bond under U. S. Government supervision, 100 proof.

BLACK AND WHITE—blended Scotch whisky, 8 years old, 86.6 proof . . . **BUSHMILLS WHISKY**—9 years old—produced in Ireland—90 proof.

DON Q—Puerto Rico Rum, 89 proof . . . **GILBEY'S GIN**—distilled from 100 per cent grain neutral spirits, 90 proof.

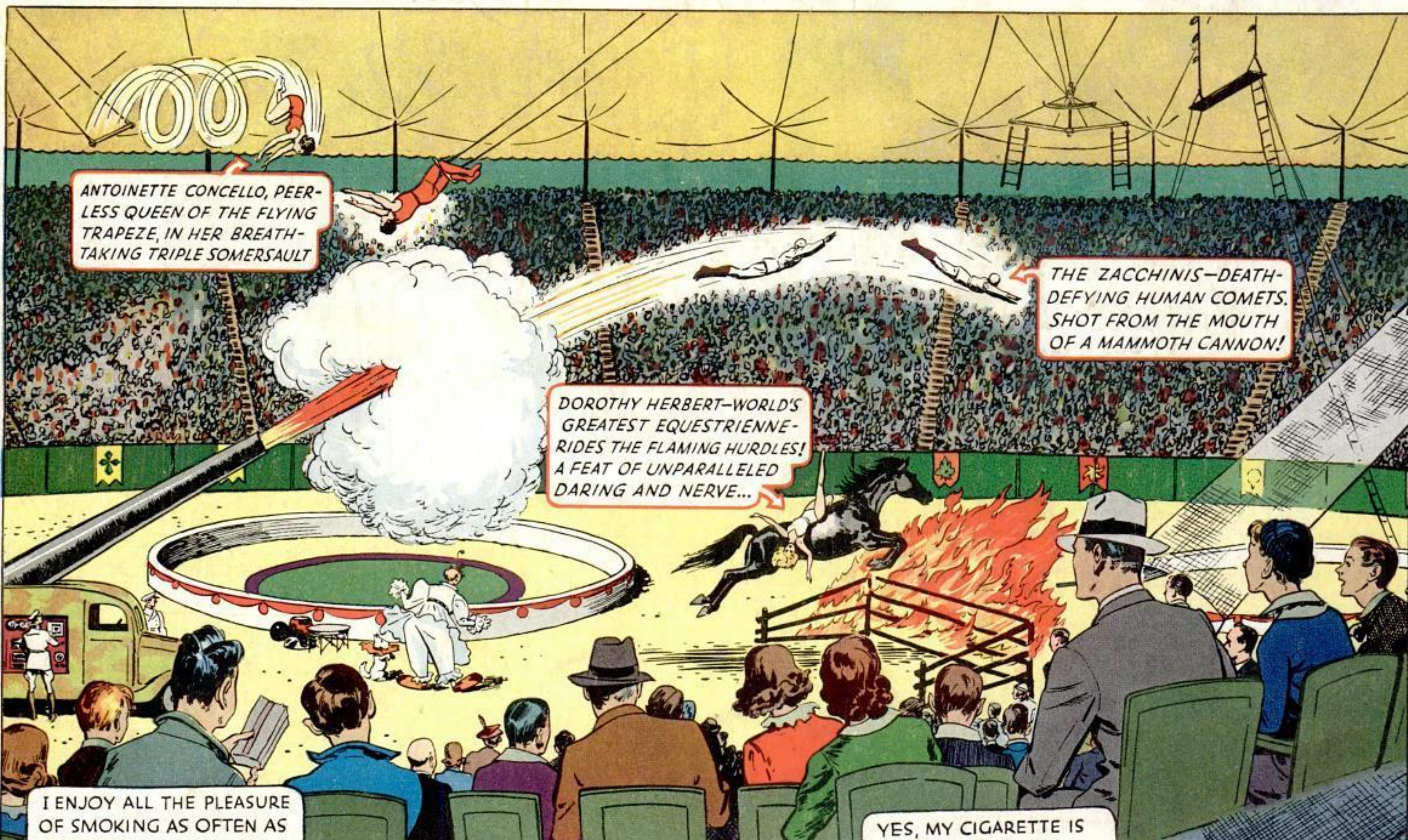
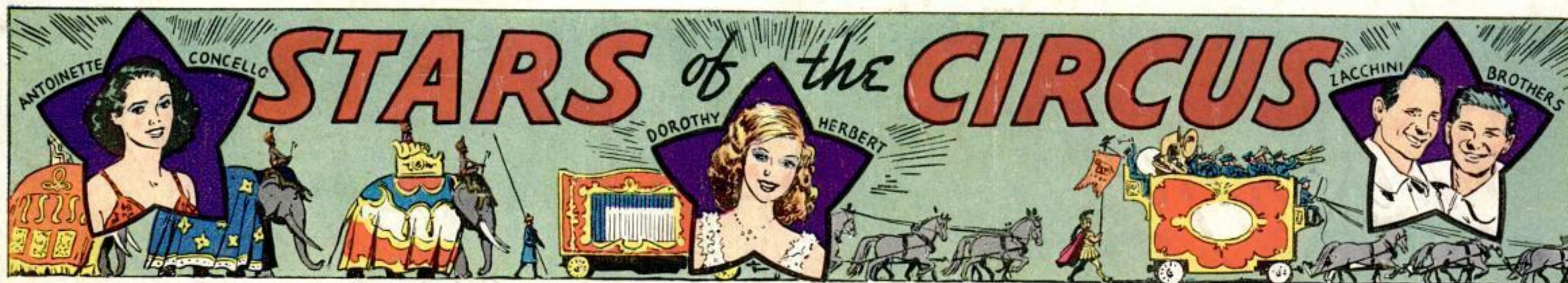
IN a zestful Manhattan, vermouth finds its perfect affinity in Old Overholt, a bottled in bond straight rye whiskey... rich and robust... as different as day and night. It belongs to that distinguished company of fine whiskeys, brandies, wines and liqueurs, produced in America or brought from abroad by National Distillers, that have won an enviable world-wide repute.

Like the hallmark on sterling, the National Distillers emblem is a symbol of unquestioned quality. National Distillers Products Corporation, Executive Offices, 120 Broadway, New York.

YOUR GUIDE TO



GOOD LIQUORS



ANTOINETTE CONCELLO, PEER-LESS QUEEN OF THE FLYING TRAPEZE, IN HER BREATHTAKING TRIPLE SOMERSAULT

THE ZACCHINIS—DEATH-DEFYING HUMAN COMETS. SHOT FROM THE MOUTH OF A MAMMOTH CANNON!

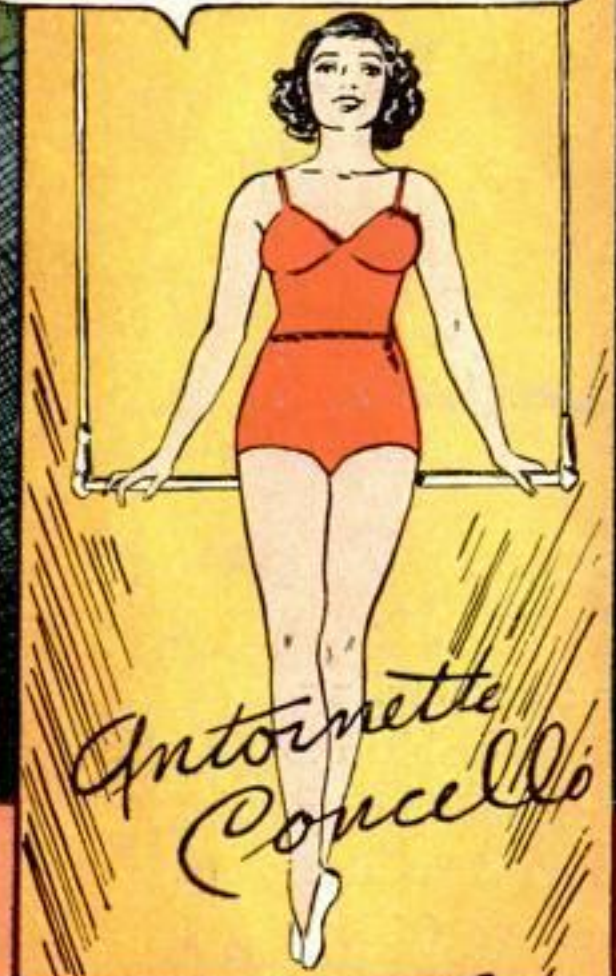
DOROTHY HERBERT—WORLD'S GREATEST EQUESTRIENNE—RIDES THE FLAMING HURDLES! A FEAT OF UNPARALLELED DARING AND NERVE...

I ENJOY ALL THE PLEASURE OF SMOKING AS OFTEN AS I PLEASE. YOU SEE, I'M A LOYAL CAMEL SMOKER. CAMELS NEVER RUFFLE MY NERVES

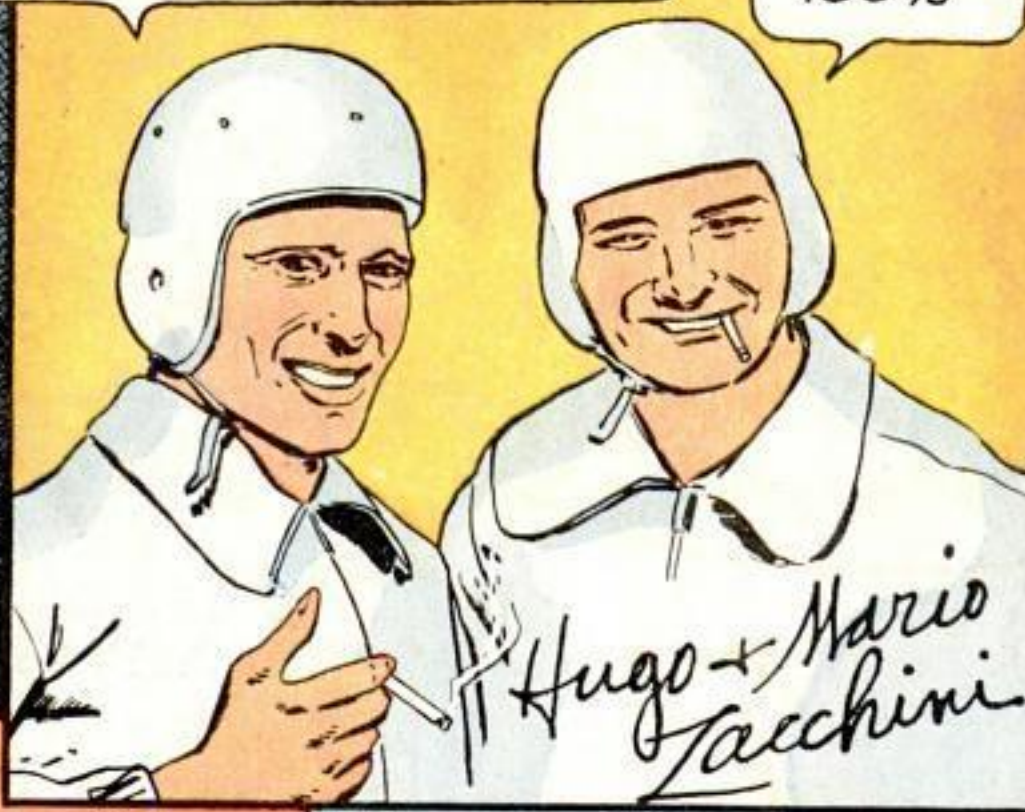
THE STRAIN OF OUR ACT IS TERRIFIC. WE APPRECIATE CAMEL'S MILDNESS. I KNOW CAMELS DON'T GET ON MY NERVES

I AGREE WITH HUGO 100%

YES, MY CIGARETTE IS CAMEL TOO. CAMELS NEVER JANGLE MY NERVES, AND THEY HAVE A ROYAL FLAVOR



Antoinette Concello



Hugo + Mario Zacchini



Dorothy Herbert



Camels never get on your nerves!

FOR THE FULL PLEASURE OF SMOKING—MAKE IT CAMELS!

CAMEL WILLINGLY PAYS MORE FOR TOBACCOS WITH EXTRA-FINE TASTE, FRAGRANCE, AND MILDNESS. MILLIONS OF SMOKERS PREFER CAMELS BECAUSE THEY KNOW THAT... CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS—TURKISH AND DOMESTIC—THAN ANY OTHER POPULAR BRAND. (Signed) R.J. REYNOLDS TOBACCO CO., WINSTON-SALEM, NORTH CAROLINA.



Copyright, 1937, R. J. Reynolds Tobacco Company